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CBS PROGRAM BOOK · JANUARY, 1942

CBS short wave "listening post" on 24-hour duty for news from abroad

THE COVER: *From 45 countries, and in 21 different languages, the CBS "listening posts" in New York and San Francisco gather in the news of foreign short wave broadcasts to relay to American audiences.*

JANUARY, 1942

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THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

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AMERICAN OIL COMPANY *(180th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. 53 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(296th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 109 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(247th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR & CO. *(47th Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 50 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
ARMSTRONG CORK COMPANY *(13th Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rug *Batten, Barton, Durstin & Osborn, Inc.*
BAYER COMPANY *(327th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
BISODOL COMPANY *(465th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert, Inc.*
BOWEY'S, INC. *(136th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*

AGENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CALIFORNIA FRUIT GROWERS EXCHANGE *(139th Week on CBS)* **Sunkist Presents Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 40 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(194th Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Friday 9:30–9:55 p.m. 53 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Campana Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(369th Week on CBS)* **Arkansas Traveler** starring Bob Burns	Tuesday 8:30–8:55 p.m. *Rebroadcast 12:30–12:55 a.m.* 64 CBS stations ORIGINATES: KNX	Campbell's Soups *Ruthrauff & Ryan, Inc.*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast 11:00–11:15 p.m.* 61 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
The Man I Married *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast 3:00–3:15 p.m.* 57 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 57 CBS stations (Mon. and Wed. 56 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
†CELANESE CORPORATION OF AMERICA **†Great Moments in Music** with Jan Peerce and Jean Tennyson *Musical program* (Begins January 7)	Wednesday 10:15–10:45 p.m. 51 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(165th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 64 CBS stations ORIGINATES: WABC	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(304th Week on CBS)* **Major Bowes' Original Amateur Hour**	Thursday 9:00–10:00 p.m. 84 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(124th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 115 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(312th Week on CBS)* **Guy Lombardo and His Orchestra** Popular Music	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 71 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shav *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products Crystal White *Ted Bates, Inc.*

†Program or client not listed in CBS Program Book for December

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *(Continued)*		
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* 79 CBS stations ORIGINATES: WABC	Concentrated Super Suds *Sherman & Marquette, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:00–4:15 p.m.* 54 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
CONTINENTAL BAKING CO., INC. *(365th Week on CBS)*		
Maudie's Diary with Mary Mason	Thursday 7:30–8:00 p.m. *Rebroadcast 11:30–12:00 mid.* 46 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*
CURTISS CANDY COMPANY *(66th Week on CBS)*		
News with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(498th Week on CBS)*		
Melody Ranch with Gene Autry *Western dramatic series*	Sunday 6:30–7:15 p.m. 70 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EMERSON DRUG COMPANY *(87th Week on CBS)*		
Vox Pop with Parks and Wally *Interviews*	Monday 8:00–8:30 p.m. 74 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(118th Week on CBS)*		
Take It or Leave it with Phil Baker, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 72 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*

FORD MOTOR COMPANY *(403rd Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 58 CBS stations ORIGINATES: WJR	Ford motor cars, trucks and tractors Mercury Lincoln *McCann-Erickson, Inc.*
GENERAL FOODS CORPORATION *(345th Week on CBS)* **We, the People** with Eddie Dowling *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 68 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 91 CBS stations ORIGINATES: WABC	Grape Nuts, Grape Nuts Flakes *Young & Rubicam, Inc*
William L. Shirer *News*	Sunday 5:45–6:00 p.m. 67 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc*
Kate Smith Speaks; News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 79 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc* Diamond Crystal Salt *Benton & Bowles, Inc.*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *6:00–6:15 p.m.* 75 CBS stations ORIGINATES: WABC	La France Satina Postum *Young & Rubicam, Inc*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast* *7:15–7:30 p.m.* 86 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 51 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *(397th Week on CBS)*		
Stories America Loves *Drama*	Mon. thru Fri. 9:45–10:00 a.m. *Rebroadcast* *11:45–12 noon* 39 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Bisquick *Blackett-Sample-Hummert, Inc.*
GILLETTE SAFETY RAZOR CO. *(106th Week on CBS)*		
***Orange Bowl Football Game** with Ted Husing *Play-by-play description*	Thursday, January 1 58 CBS stations ORIGINATES: WQAM	Razors, Blades and Shaving Cream *Maxon, Inc.*
GULF OIL CORPORATION *(412th Week on CBS)*		
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's orchestra, John Hiestand	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY *(123rd Week on CBS)*		
Ginny Simms *Songs*	Friday 9:55–10:00 p.m. 53 CBS stations ORIGINATES: KNX	Kleenex *Lord & Thomas*
INTERNATIONAL SILVER COMPANY *(199th Week on CBS)*		
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars	Sunday 6:00–6:30 p.m. 56 CBS stations 32 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(123rd Week on CBS)*		
Are You a Missing Heir? *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*

**Program or client not listed in CBS Program Book for December.*

IRONIZED YEAST *Continued* **A Helping Hand** *Drama*	Mon. thru Fri. 3:00–3:15 p.m. 4 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
JOHNS-MANVILLE CORPORATION *(22nd Week on CBS)* **Elmer Davis** *News*	Mon. thru Fri. 8:55–9:00 p.m. 58 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(39th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Saturday 11:30-11:45 a.m. *Rebroadcast* *1:30–1:45 p.m.* 58 CBS stations Tuesday 6:15–6:30 p.m. 65 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(465th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tues. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert, Inc.*
LADY ESTHER, LTD. *(421st Week on CBS)* **Lady Esther Presents Orson Welles** *Variety*	Monday 10:00–10:30 p.m. 63 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(335th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 68 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Wednesday 8:00–8:30 p.m. *Rebroadcast* *9:30–10:00 p.m.* 72 CBS stations 31 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Meet Mister Meek *Drama*	Wednesday 7:30–8:00 p.m. 59 CBS stations ORIGINATES: WABC	Lifebuoy Health Soap *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 48 CBS stations ORIGINATES: WABC	Silver Dust *Batten, Barton, Durstine & Osborn, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *Continued*	Mon. thru Fri. 2:00–2:15 p.m. 10 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
Bright Horizon *Continued*		
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 62 CBS stations 31 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 73 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(479th Week on CBS)*	Tues., Wed., Thurs. 10:00–10:15 p.m. 99 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co., Inc.*
Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires		
THOMAS J. LIPTON, INC. *(52nd Week on CBS)*	Sunday 8:00–8:30 p.m. *Rebroadcast 10:30–11:00 p.m.* 77 CBS stations ORIGINATES: WABC	Lipton's Tea and Tea Bags *Young & Rubicam, Inc.*
Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra		
LUXOR, LTD. *(47th Week on CBS)*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WRBM	Luxor Products *Lord & Thomas*
Wayne King and His Orchestra *Music*		
MACFADDEN PUBLICATIONS, INC. *(298th Week on CBS)*	Tues., Thurs. 6:00–6:10 p.m. 19 CBS stations ORIGINATES: WABC	Liberty Magazine *Erwin Wasey & Company, Inc.*
Paul Sullivan Reviews the News		
MAGAZINE REPEATING RAZOR COMPANY *(31st Week on CBS)*	Thursday 8:30–8:55 p.m. *Rebroadcast 12 mid.–12:25 a.m.* 61 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, Eddie Green, "Fats" Waller, guest stars		
C. F. MUELLER COMPANY *(125th Week on CBS)*	Wed., Thurs., Fri. 4:45–5:00 p.m. 11 CBS stations ORIGINATES: WABC	Macaroni Products *Maxon, Inc.*
Mark Hawley and the News		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PACIFIC COAST BORAX CO. *(26th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 58 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*
PET MILK SALES CORPORATION *(424th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 55 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 64 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(282nd Week on CBS)* **The Philip Morris Playhouse** Directed by Charles Martin with guest stars and Ray Bloch's Orchestra *Dramas*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 93 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, Inc.*
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 68 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(375th Week on CBS)* **+Hap Hazard** starring Ransom Sherman, with Martha Tilton and Gordon Jenkins' Orchestra *Variety* (Starts on CBS Pacific Network Jan. 2; on CBS Network, Jan. 23)	Friday 10:00–10:30 p.m. 64 CBS stations ORIGINATES: KNX	Ivory Soap *Compton Advertising, Inc.*
The Story of Mary Marlin *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. 20 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, Inc.*

+Program or client not listed in CBS Program Book for December.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 35 CBS stations 7 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.* Dreft *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 34 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 48 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 51 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Vic and Sade *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(135th Week on CBS)*	Sunday 5:00–5:45 p.m. 59 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices		
R. J. REYNOLDS TOBACCO COMPANY *(452nd Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 80 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
+How Am I Doing? with Bob Hawk and Vaughn Monroe's Orchestra *Quiz* (Starts January 9)	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 100 CBS stations ORIGINATES: WABC	

+Program or client not listed in CBS Program Book for December.

SPEARMINT GUM *(497th Week on CBS)* **+U. S. Navy Program** *Informational series*	Thursday 10:15–10:45 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co*
Scattergood Baines *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 77 CBS stations ORIGINATES: WBBM	
E. R. SQUIBB & SONS *(78th Week on CBS)* **Frank Parker** *Songs*	Mon., Wed., Fri. 6:30–6:45 p.m. 49 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(240th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 85 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(344th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 62 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
VICK CHEMICAL COMPANY *(120th Week on CBS)* **News For Women** with Andre Baruch	Mon. thru Fri. 3:15–3:30 p.m. 5 CBS stations ORIGINATES: WABC	Vicks VapoRub Vicks Va-tro-nol *Morse International, Inc.*
COLUMBIA PACIFIC NETWORK		
AMERICAN CHICLE COMPANY *(43rd Week on CBS)* **By the Way** with Bill Henry	Tues., Thurs. 5:30–5:45 p.m. PST Saturday 9:45–10:00 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc*

+Program or client not listed in CBS Program Book for December.

BATHASWEET CORPORATION *(117th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
COLONIAL DAMES, INC. *(108th Week on CBS)* **"Find the Woman"** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
GENERAL FOODS CORPORATION *(345th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Jello *Young & Rubicam, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(53rd Week on CBS)* **I Was There** *News dramatizations*	Sunday 8:30–9:00 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(105th Week on CBS)* **Hollywood Showcase**	Monday 9:30–10:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
LOS ANGELES SOAP COMPANY *(117th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15-12:30 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MACFADDEN PUBLICATIONS, INC. *(298th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*
PETER PAUL, INC. *(77th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(65th Week on CBS)* **What's On Your Mind?**	Friday 6:00–6:30 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co.*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	**SMITH BROTHERS** *(85th Week on CBS)* **Bob Anderson** *News*	Mon., Wed., Sat. 8:55–9:00 p.m. PST Sunday 8:25–8:30 p.m. PST ORIGINATES: KNX	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
	SOIL OFF MANUFACTURING COMPANY *(48th Week on CBS)* **Bob Garred Reporting** *News*	Thursday 5:45–5:55 p.m. ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Hillman-Shane Advertising Agency, Inc*
COLUMBIA CALIFORNIA NETWORK	**BEKINS VAN AND STORAGE CO.** *(15th Week on CBS)* **Bill Henry** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PST ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	BREAKFAST CLUB COFFEE, INC. *(52nd Week on CBS)* **Voice of Friendship** with Rita Murray	Tues., Thurs. 8:00–8:15 a.m. PST ORIGINATES: KNX	Breakfast Club Coffee *Lockwood-Shackleford Advertising Agency*
	EAGLE OIL & REFINING CO., INC. *(8th Week on CBS)* **The World Today**	Sunday 11:30 a.m.–12 noon PST ORIGINATES: KNX	Golden Eagle Gasoline *General Advertising Agency, Inc.*
	LUDEN'S, INC. *(73rd Week on CBS)* **Dave Lane** *Songs*	Tuesday 9:55–10:00 p.m. PST Thursday 9:25–9:30 p.m. PST ORIGINATES: KNX	Menthol Cough Drops *J. M. Mathes, Inc.*
	SEASIDE OIL COMPANY *(38th Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 5:30–5:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil *The McCarty Company*
	+**SUNNYVALE PACKING COMPANY** *(1st Week on CBS)* **Jane Endicott, reporter** *Serial drama*	Mon., Wed., Fri. 10:45-11:00 a.m. PST ORIGINATES: KNX	Rancho Soups *Lord & Thomas*
	UNION OIL COMPANY *(57th Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PST ORIGINATES: KNX	Gas and Oil *Lord & Thomas*

+*Program or client not listed in CBS Program Book for December.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN CIGARETTE AND CIGAR CO., INC. *(33rd Week on WABC)* **†Music in the Modern Design** **†Announcements**	Tues., Thurs., Sat. 8:20–8:25 a.m. Sunday 8:05–8:10 a.m. Mon. thru Sat. 6:28–6:29 a.m.	Pall Mall Cigarettes *Ruthrauff & Ryan, Inc.*
B.C. REMEDY COMPANY *(17th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	B.C. *Charles W. Hoyt & Co., Inc.*
BOOK HOUSE FOR CHILDREN *(35th Week on WABC)* **Woman's Page of The Air** with Adelaide Hawley *Participations*	Friday 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
BULOVA WATCH COMPANY *(645th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
DREZMA, INC. *(61st Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs. 11:00–11:15 a.m.	"Drezma" Cosmetics *Blaine-Thompson Co., Inc.*
GENERAL BAKING COMPANY* *(15th Week on WABC)* **†Announcements**	Mon. thru Sat. 8:00–8:00:30 a.m. 8:13:15–8:14:30 a.m.	Bond Bread *Newell Emmett, Inc.*
GRIFFIN MANUFACTURING CO., INC*. *(16th Week on WABC)* **Arthur Godfrey** *Participations*	Tues., Thurs., Sat. 7:00–7:30 a.m.	Shoe Polish, Whitener, and Dressing *Bermingham, Castleman, and Pierce, Inc.*
GROVE LABORATORIES, INC. *(35th Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Bromo-Quinine Cold Tablets *J. Walter Thompson Co., Inc.*
ILLINOIS MEAT COMPANY *(9th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:30–6:55 a.m.	Broadcast Brand Canned Meats *Arthur Meyerhoff & Co.*

In addition to number of weeks in which the client has used CBS Network facilities.
Program or client not listed in CBS Program Book for December.

AGENCY AND PROGRAM	TIME	PRODUCT AND AGENCY
+INTERNATIONAL TELEPHONE AND TELEGRAPH COMPANY *(1st Week on WABC)* **+Good Neighbor News**	Mon. thru Fri. 6:10–6:15 p.m.	Institutional *Marschalk & Pratt, In*
V. LA ROSA & SONS, INC. *(6th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Wed., Thurs., Fri. 8:45–9:00 a.m.	La Rosa "Grade A" Macaroni Products *M. H. Hackett, Inc.*
LEHN AND FINK PRODUCTS CORP.* **Arthur Godfrey** *Participations* (Begins January 8)	Mon. thru Fri. 7:00–7:30 a.m.	Hind's Honey and Almo Cream *William Esty & Co.,*
P. LORILLARD COMPANY* *(25th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Old Gold Cigarettes *J. Walter Thompson Co., Inc.*
LUDEN'S, INC. *(31st Week on WABC)* **The World Today**	Saturday 6:45–7:00 p.m.	"Luden's Menthol" Cough Drops *J. M. Mathes, Inc.*
+MARLIN FIREARMS COMPANY *(34th Week on WABC)* **+Early Riser's News** (Starts January 5)	Mon. thru Sat. 6:55–7:00 a.m.	Marlin Razor Blades *Craven & Hedrick, I*
MARYLAND PHARMACEUTICAL CO. *(39th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues., Thurs., Sat. 8:45–9:00 a.m.	Rem and Rel *The Joseph Katz Co.*
MELVILLE SHOE COMPANY *(163rd Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
JOHN MORRELL AND COMPANY *(20th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Tues., Thurs., Sat. 8:30–8:45 a.m.	Morrell E-Z Cut Ham *Henri, Hurst and McDonald, Inc.*

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+ Program or client not listed in CBS Program Book for December.

NEW YORK STATE BUREAU OF MILK PUBLICITY *(42nd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. and Wed. 8:45–9:00 a.m.	Milk and Milk Products *J. M. Mathes, Inc.*
NOXZEMA CHEMICAL CO., INC.* *(34th Week on WABC)* **Battle of the Boroughs** *Quiz*	Saturday 9:45–10:15 p.m.	Noxzema Products *Ruthrauff & Ryan, Inc.*
PEPSI-COLA COMPANY* *(75th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell Emmett, Inc.*
QUAKER OATS COMPANY* *(54th Week on WABC)* **The Aunt Jemima Program**	Mon. thru Sat. 8:15–8:20 a.m.	Aunt Jemima Pancake Flour *Sherman K. Ellis & Co., Inc.*
SELECT THEATRES CORP. *(69th Week on WABC)* **Announcement**	Tues., Fri. 11:58:50 p.m.– 12 mid.	"Sons of Fun" *Blaine-Thompson Co., Inc.*
SMITH BROTHERS* *(23rd Week on WABC)* **Arthur Godfrey** **Afternoon News**	Mon., Wed., Fri. 7:30–7:45 a.m. Mon., Wed., Fri. 3:55–4:00 p.m.	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
SOCONY-VACUUM OIL CO., INC.* *(22nd Week on WABC)* **News** with Mark Hawley	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline, Oil and Specialties *J. Stirling Getchell, Inc.*
WASTE PAPER CONSUMING INDUSTRIES *(17th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Paper Conservation *Olian Advertising Co.*
WEST DISINFECTING COMPANY **†It Takes a Woman** with Frances Scott (Starts January 5)	Mon., Wed., Fri. 8:20–8:25 a.m.	CN *Moser & Cotins, Inc.*

In addition to number of weeks in which the client has used CBS Network facilities.
†Program or client not listed in CBS Program Book for December.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 21*
2. DRAMATIC SERIES . . . . . *Page 22*
3. NATIONAL DEFENSE . . . . . *Page 22*
4. LIGHT ENTERTAINMENT . . . . . *Page 23*
5. SERIOUS MUSIC . . . . . *Page 24*
6. EDUCATIONAL PROGRAMS . . . . . *Page 25*
7. CHILDREN'S PROGRAMS . . . . . *Page 27*
8. PERSONALITIES . . . . . *Page 27*
9. RELIGIOUS BROADCASTS . . . . . *Page 28*

CBS SHORT WAVE BROADCASTS . . . . . *Page 29*

ADDENDA: DECEMBER PROGRAMS . . . . . *Page 30*

News Summaries, Analyses and Broadcasts from Abroad

SCHEDULED PERIODS
MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Bob Trout and Charles Collingwood from London; Ford Wilkins and Thomas Worthin from Manila; Webb Edwards from Honolulu; John Raleigh from Batavia; Cecil Brown from Singapore; Larry Lesueur from Russia; Howard K. Smith and Charles Barbe from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; William Dunn in the Far East; Elmer Davis, Edward R. Murrow, Linton Wells, Major George Fielding Eliot, William L. Shirer, Harry W. Flannery and John Charles Daly from New York; Albert Warner and Eric Sevareid from Washington: 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., MONDAY THRU SATURDAY; 2:30–3:00 p.m., SUNDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 12:55 a.m., MONDAY THRU SATURDAY; 3:55 p.m., 4:45 p.m., MONDAY THRU FRIDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; Elmer Davis, 8:55–9:00 p.m., SATURDAY AND SUNDAY; 6:30–6:45 p.m., SATURDAY; Albert Warner, 6:00–6:10 p.m., TUESDAY AND THURSDAY; William L. Shirer, 6:15–6:30 p.m., THURSDAY.

(See also sponsored news programs.)

	PROGRAM AND TIME	DESCRIPTION
NEWS BROADCASTS *Continued*	**Headlines and Bylines** 11:00–11:15 p.m. EACH SUNDAY	In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of the war, Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.
DRAMATIC SERIES	**Columbia Workshop** 8:00–8:30 p.m. to the West 10:30–11:00 p.m. to the East EACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. Davidson Taylor is producer. JANUARY 4: Howard Barnes directs "The Fish on the Bathroom Floor", by Thomas Lyle Collins. Music is by Walter Gross. JANUARY 11: Earle McGill directs "Freedom of Speech". The music is by Earl Robinson and the words by Carl Sandburg, William White and John Tallman.
NATIONAL DEFENSE	**Report to the Nation** 9:30–10:00 p.m. EACH TUESDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is produced by Brewster Morgan.
	Spirit of '42 2:00–2:30 p.m. EACH SUNDAY	Broadcast in the interest of national defense, this series singles out each week a unit of the Army, Navy or Marines, and, in dramatic form, traces its history and development. Brewster Morgan directs the program which is written by Willis Cooper. The narrator is Burgess Meredith.
	Calling Pan-America 6:00–6:30 p.m. EACH SATURDAY	The Columbia Broadcasting System takes another step toward bringing the Americas closer together through radio. Heard throughout the western hemisphere, this new series originates in a different capital each week, "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.
	The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.

Vhat's New At The Zoo? 0:30–11:00 a.m. ACH SATURDAY	John Reed King interviews, in their native habitat, the men and women who collect and care for the animal inmates of the Bronx Zoo.
Iatinee at Meadowbrook :00–5:00 p.m. ACH SATURDAY	An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestras of Alvino Rey and Harry James during January.
url Ives Coffee Club 0:00–10:30 a.m. ACH SATURDAY	Burl Ives plays host to a circle of musical personalities with varied talents. Among the "regulars" are Jerry Wayne, Louise Wilcher, Bobby Tucker and the Symphonettes.
enfro Valley Folks :30–3:45 p.m. ONDAY THRU FRIDAY	Inhabitants of the Kentucky hills provide the talent for this program of folk songs, which is broadcast from an old-time log cabin settlement in the heart of the Renfro Valley.
ay Thompson and Co. 1:05–11:30 a.m. ACH SATURDAY	This series presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.
ing Along :30–4:45 p.m. ONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.
olden Gate Quartet, **our Clubmen, Symphonettes** ARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.
ance Orchestra ARIOUS HOURS ONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for January: Blue Barron — Frankie Masters Cab Calloway — Vaughn Monroe Sonny Dunham — Alvino Rey Benny Goodman — Raymond Scott Harry James — Dick Stabile Guy Lombardo — Claude Thornhill

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 3:00–4:30 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During January, Dimitri Mitropoulos, Fritz Busch and Serge Koussevitzky conduct. Deems Taylor is intermission commentator.
Cleveland Orchestra 5:00–6:00 p.m. EACH SATURDAY	This weekly series of symphony concerts is heard from Severance Hall in Cleveland. Programs are conducted by Dr. Artur Rodzinski.
Philharmonic Young People's Concert 3:45–4:45 p.m. MONDAY, JANUARY 19	The New York Philharmonic-Symphony Orchestra presents one concert a month especially for young people. Rudolph Ganz will be the conductor.
From Columbia's Concert Hall 4:00–4:30 p.m. MONDAY THRU FRIDAY	This is an unusual series of programs, embracing great symphonic, operatic, vocal and chamber music works. It includes seldom-performed American works, orchestral and vocal excerpts from great operas, little-known concerti, and music and songs for small ensembles. The participating groups of artists vary. MONDAYS: "Stars in the Orchestra", devoted to concerti and shorter solo works played by individual members of the Columbia Concert Orchestra, under Howard Barlow's direction. TUESDAYS: "Milestones in American Music" comprising historic American compositions performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester. WEDNESDAYS: "Songs of the Centuries", with songs of the masters sung by vocal soloists. Howard Barlow will conduct. THURSDAYS: Cincinnati Conservatory of Music presents orchestral and chamber music ensembles with occasional choruses and vocalists. FRIDAYS: "British-American Music Series" with Howard Barlow playing music, old and new, from Purcell to Britten and from Painter to Roy Harris.

PROGRAM AND TIME	DESCRIPTION	
Eileen Farrell and The Columbia Concert Orchestra 10:00–10:30 p.m. FRIDAYS: JAN. 2, 9, 16	This young soprano was selected as the most promising of the many singers, who have appeared on the "Songs of the Centuries" program. Howard Barlow conducts the orchestra.	**SERIOUS MUSIC**
From the Organ Loft 9:15–9:45 a.m. EACH SUNDAY	Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.	
CBS ADULT EDUCATION BOARD	"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman — HENRY R. LUCE STRINGFELLOW BARR — SPENCER MILLER, JR. WILLIAM BENTON — RUTH BRYAN ROHDE HARRY WOODBURN CHASE — THOMAS V. SMITH ROBERT I. GANNON, S.J. — WILLIAM ALLEN WHITE ALVIN S. JOHNSON — RAY LYMAN WILBUR JOSEPH H. WILLITS	
School of the Air of the Americas 9:15–9:45 a.m. (Eastern Time Zone) 12:30–2:55 p.m. (Central Time Zone) 9:30–10:00 a.m. (Mountain Time Zone) 11:30–2:00 p.m. (Pacific Time Zone) MONDAY THRU FRIDAY	The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its thirteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* JANUARY 5: Fishermen. JANUARY 12: Hard Rock Miners. JANUARY 19: Farmers. JANUARY 26: Radio Men. TUESDAYS—*Music of the Americas* JANUARY 6: The Ballad and Romance. JANUARY 13: Love Songs. JANUARY 20: Humor. JANUARY 27: Patriotic Tunes. WEDNESDAYS—*New Horizons: Lands of New World Neighbors* JANUARY 7: Waters of Storm and Stress. JANUARY 14: The Realm of the Inca. JANUARY 21: Land on the Roof of America. JANUARY 28: Land on the Equator.	**EDUCATIONAL PROGRAMS**

PROGRAM AND TIME	DESCRIPTION
School of the Air of the Americas *Continued*	THURSDAYS—*Tales from Far and Near* JANUARY 8: Mr. Popper's Penguins. JANUARY 15: More Selected American Ballads. JANUARY 22: Early American. JANUARY 29: Salute. FRIDAYS—*This Living World* JANUARY 9: Congress at Work. JANUARY 16: Refugees. JANUARY 23: Crime. JANUARY 30: The Migratory Worker.
Invitation to Learning 11:30–12:00 noon EACH SUNDAY	This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.
Columbia's Country Journal 3:00–3:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news, and interviews distinguished agricultural authorities and leaders.
Spotlight on Asia 3:45–3:55 p.m. EACH MONDAY	With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.
What Freedom Means 3:45–3:55 p.m. EACH TUESDAY	Distinguished leaders in public life appear on this program and discuss the questions which are currently affecting the freedom of America and the World.
Children Also Are People 3:45–3:55 p.m. EACH WEDNESDAY	CBS presents a series of broadcasts by child experts and various celebrities to show parents that children are people, too.
Highways to Health 3:45–3:55 p.m. EACH THURSDAY	Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks on health for laymen.

PROGRAM AND TIME	DESCRIPTION	
merican Map the Skies 45–3:55 p.m. ACH FRIDAY	Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, traces the development of research by American astronomers in this series on popular astronomy.	EDUCATIONAL PROGRAMS
f Men and Books :05–2:30 p.m. ACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.	
dventures in Science :30–1:45 p.m. ACH SATURDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.	
et's Pretend :00–1:30 p.m. ACH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.	CHILDREN'S PROGRAMS
he Old Dirt-Dobber :30–10:00 a.m. ACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects.	PERSONALITIES
utdoors with Bob Edge :30–6:45 p.m. ACH TUESDAY	Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.	
uan Arvizu 0:30–10:45 p.m. ONDAY, TUESDAY, WEDNESDAY :45–2:00 p.m. ATURDAY	Juan Arvizu, singing idol of Latin America, is presented by CBS with Alfredo Antonini's Tipica Orchestra and, on Tuesdays, the Trio Flores del Rio.	
lga Coelho 0:30–10:45 p.m. RIDAY AND SATURDAY	This internationally famous Brazilian singer and guitarist sings in English, Spanish, Portuguese, French, German, and Italian.	

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air has completed its tenth consecutive year of Sunday morning and afternoon religious broadcasts. In January: JANUARY 4: *Morning:* Bishop Francis J. McConnell of the Methodist Church, New York Area. *Afternoon:* Dr. Frederick M. Smith, President of the Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Missouri. JANUARY 11: *Morning:* Congregational Service. *Afternoon:* Rev. Harry C. Graham, O.P., National Director, Holy Name Society, New York, N. Y. JANUARY 18: *Morning:* Mr. Harry C. Browne, former First Reader in the Mother Church, First Church of Christ Scientist, Boston, Mass. *Afternoon:* Jewish Service. JANUARY 25: *Morning:* Rev. V. Carney Hargroves, Second Baptist Church, Germantown, Philadelphia, Pa. *Afternoon:* Rev. Joseph M. Lynch, National Office, Propagation of the Faith Society, New York, N. Y.
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty voices. JANUARY 4: J. Finley Wilson, Grand Exalted Ruler, I. B. P. O. E., Washington, D. C. JANUARY 11: Fourth Anniversary Program with Mayor Fiorello H. LaGuardia of New York City. JANUARY 18: Dr. M. O. Bousfield, Director of Negro Health, Julius Rosenwald Fund, Chicago, Illinois. JANUARY 25: To Be Announced.

News Broadcasts

News in English:
2:00–12:15 a.m., 1:00–1:15 a.m.
:00–6:15 a.m., 7:00–7:15 a.m.
1:30–11:45 a.m., 11:45–12 noon,
:30–3:45 p.m.

News in French:
2:15–12:30 a.m., 1:15–1:30 a.m.,
:00–2:15 a.m., 5:00–5:15 a.m.,
:00–8:15 a.m., 8:15–8:30 a.m.,
1:00–11:15 a.m., 11:15–11:30
.m., 2:00–2:15 p.m.

News in Italian:
2:30–12:45 a.m., 1:30–1:45 a.m..
:00–3:15 a.m., 9:00–9:15 a.m.,
:15–9:30 a.m., 12:00–12:15 p.m..
2:15–12:30 p.m., 3:00–3:15 p.m.

News in German:
2:45–1:00 a.m., 1:45–2:00 a.m..
:00–4:15 a.m., 10:00–10:15 a.m..
0:15–10:30 a.m., 1:00–1:15 p.m.,
:15–1:30 p.m., 4:00–4:15 p.m.

News in Spanish:
):45–11:00 a.m., 2:45–3:00 p.m.

News in Portuguese:
2:30–12:45 p.m.

News in Polish:
:45–2:00 p.m., 3:45–4:00 p.m.

News in Serbo-Croatian:
):30–10:45 a.m., 1:30–1:45 p.m.

News in Dutch:
:15–3:30 p.m.

News in Swedish:
:45–10:00 a.m., 12:45–1:00 p.m.

News in Arabic:
:15–2:30 p.m.

News in Turkish:
:30–2:45 p.m.

News in twelve languages—a comprehensive schedule of forty-four fifteen-minute periods per day, three hundred and eight per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS fifty-kilowatt transmitter, WCRC. The seven-day-a-week, "around the clock" schedule begins at midnight in New York and ends in the late afternoon, which is from dawn to late evening in Europe. The languages include English, French, Italian, German, Spanish, Portuguese, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE

WCBX New York
WCRC New York

News Broadcasts

News in Spanish:
:00–5:15 p.m., 7:00–7:15 p.m.,
:15–7:30 p.m., 9:00–9:15 p.m.,
:00–11:15 p.m.

News in Portuguese:
30–5:45 p.m., 7:30–7:45 p.m..
45–8:00 p.m., 9:30–9:45 p.m.

News in English:
:00–6:15 p.m., 6:15–6:30 p.m..
):00–10:15 p.m.

From late afternoon to late evening, WCBX and WCRC direct their powerful beams to Latin America. And soon a fifty-kilowatt companion to WCRC will be placed in operation, another link in the continental solidarity of the Americas. CBS news broadcasts to Latin America are in three languages—Spanish, Portuguese, and English.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York
WCRC New York

ADDENDA: DECEMBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of December programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

DECEMBER 4: Lammot duPont and Harvey Firestone, Jr., were interviewed by Edwin C. Hill about "Jobs After Defense", from the N.A.M. convention, 3:30–3:45 p.m.

DECEMBER 4: Representative Vito Marcantonio of New York discussed "Price Control and National Defense", 6:30–6:45 p.m.

DECEMBER 5: Senator Tom Connally, Democrat from Texas, talked on American foreign policy, 10:30–10:45 p.m.

DECEMBER 6: W. P. Witherow, newly elected president of the N.A.M., spoke on "Industry Looks to 1942", 10:15–10:30 p.m.

DECEMBER 8: Claire Boothe discussed her recent trip to the Far East, 4:35–4:45 p.m.

DECEMBER 10: R. J. Thomas, Vice-President of the C.I.O. and President of the United Automobile Workers, discussed strike control legislation, 10:15–10:30 p.m.

DECEMBER 11: Norman Thomas discussed "The Bill of Rights in War Time", 11:00–11:15 p.m.

DECEMBER 13: Walter Reuther, United Automobile Worker labor leader, spoke on his plan for airplane production, under the auspices of the Union for Democratic Action, 2:30–2:45 p.m.

DECEMBER 13: Dr. James T. Shotwell, chairman of the Commission to Study the Organization of Peace, considered the subject of "America After the War", 10:15–10:30 p.m.

DECEMBER 14: Senator James J. Davis of Pennsylvania spoke in cooperation with the American Bible Society on Universal Bible Sunday, 9:45–10:00 p.m.

DECEMBER 16: A dramatization entitled "The Children's Front" was presented, with Fredric March and Diana Forbes-Robertson in connection with a drive for funds by the National Association of Day Nurseries, 3:30–3:45 p.m.

DECEMBER 17: John T. Flynn, chairman of the New York Chapter of the America First Committee spoke, 10:15–10:30 p.m.

DECEMBER 18: Claire Boothe, Vincent Sheean and Dorothy Thompson discussed the Far Eastern situation from a meeting of the New York Women's Division of United China Relief, 4:30–4:45 p.m.

DECEMBER 18: A panel discussion on "What We Are Fighting For: The Bill of Rights" was participated in by Representative Joseph C. Baldwin of New York; Charles S. Whitman, Jr.; Robert F. Wagner, Jr., and Alfred M. Lilienthal. The broadcast was

held in cooperation with United Youth for Defense, Inc., 6:30–6:45 p.m.

DECEMBER 19: W. J. Brown, general secretary, Civil Service Clerical Association of Great Britain, spoke on "The Labor Movement in Great Britain", 11:00–11:15 p.m.

DECEMBER 20: Wendell L. Willkie talked about "The Fight For Freedom", 10:15–10:45 p.m.

DECEMBER 21: The Most Reverend Francis J. Spellman, D.D., Archbishop of New York and Military Vicar of the United States armed forces, sent his Christmas message to these forces on the occasion of his formal blessing of the National Catholic Community Service Clubhouse, 1:45–2:00 p.m.

DECEMBER 23: Lynn U. Stambaugh, National Commander of the American Legion, and Brigadier General Frank T. Hines, Administrator of Veterans' Affairs, sent Christmas greetings to veterans of the first World War, 3:30–3:45 p.m.

DECEMBER 23: Dr. William Agar, member of the Associated Leagues for a Declared War spoke, 10:15–10:30 p.m.

DECEMBER 27: Colston E. Warne, president of the Consumers Union of the United States, Inc., and associate professor of economics at Amherst College, discussed "The Consumer Looks at Advertising", 10:15–10:30 p.m.

SPECIAL EVENTS

DECEMBER 1: Governor Herbert H. Lehman of New York spoke at the christening of the New York Central Railroad's new streamlined Empire State Express, 9:00–9:15 a.m.

DECEMBER 1: The Annual 4-H Club Awards were broadcast from Chicago's stockyards, 4:30–5:00 p.m.

DECEMBER 2: Proceedings at CBS President William S. Paley's Testimonial Dinner for Edward R. Murrow were broadcast, 9:30–10:00 p.m.

DECEMBER 6: A broadcast depicting the American school's role in defense was carried with pickups from Chicago, Detroit, Los Angeles and Washington, 1:30–2:00 p.m.

DECEMBER 7: Numerous unscheduled round-ups of news, both domestic and foreign, followed closely upon Japan's attack on Pearl Harbor.

DECEMBER 8: President Roosevelt's statement to the Joint Session of Congress, asking that the existence of a state of war with Japan be recognized, was heard, 12:15–12:40 p.m.

DECEMBER 8: Winston Churchill's comments on the American entrance into the war were carried, 3:00–3:20 p.m.

DECEMBER 9: President Roosevelt's address to the nation was broadcast, 10:00–10:30 p.m.

DECEMBER 13, 20, 27, 29, 30: Mel Allen covered five major college basketball double-headers from Madison Square Garden, 11:00–11:15 p.m.

DECEMBER 15: Attorney General Francis Biddle and Archibald MacLeish, Librarian of Congress, participated in the dedication of the Jefferson Murals Room of the Library of Congress, 3:00–3:15 p.m.

DECEMBER 15: A speech by President Roosevelt provided a fitting climax to a special program in honor of the 150th Anniversary of the American Bill of Rights. Norman Corwin directed his radio drama, "We Hold These Truths", with Lionel Barrymore, Walter Huston, Edward G. Robinson and Bob Burns heading the list of stage and screen stars who appeared in it. Leopold

Stokowski and the NBC Symphony Orchestra concluded the program with "The Star Spangled Banner". 10:00–11:00 p.m.

DECEMBER 19: Senator Walter F. George, of Georgia, and workers who helped build the new Southeastern Pipeline from Florida to Chattanooga, joined in the dedication of this defense project, 4:30–4:45 p.m.

DECEMBER 24: Nila Mack directed a dramatization of "The Night Before Christmas", 3:30–3:45 p.m.

DECEMBER 24: President Roosevelt and Winston Churchill participated in the annual ceremony of the White House Christmas tree lighting, 5:00–5:30 p.m.

DECEMBER 24: The General Motors' Inland Division Children's Chorus broadcast a program of Christmas music from Dayton, Ohio, 10:15–10:45 p.m.

DECEMBER 24: Eamon de Valera, American-born Prime Minister of Eire, sent his Christmas greetings to the United States. 11:00–11:15 p.m.

DECEMBER 24: The Schola Cantorum at the Seminarie of Philosophy of St. Sulpice in Montreal, sang a midnight mass, 11:30–12 midnight.

DECEMBER 25: Sir Thomas Beecham conducted the Columbia Concert Orchestra and Columbia Chorus in a Christmas Carol program, 12 midnight–1:00 a.m.

DECEMBER 25: The 1941 Christmas Day message of King George VI of England was heard, 9:00–9:10 a.m.

DECEMBER 25: Washington children, whose fathers are U. S. Army officers on war duty in London, exchanged Christmas greetings, 9:15–9:45 a.m.

DECEMBER 25: American "little people" discussed the war with their English counterparts, 3:30–3:55 p.m.

DECEMBER 25: Norman Corwin's radio classic, "The Plot to Overthrow Christmas", was presented from Hollywood under the author's direction, 6:15–6:45 p.m.

DECEMBER 25: William Saroyan's special Christmas play, "There's Something I Got to Tell You", was carried, 10:20–10:45 p.m.

DECEMBER 26: Winston Churchill addressed a Joint Session of the United States Congress in Washington, 12:30–1:10 p.m.

DECEMBER 26: A Salvation Army program, complete with band and women's vocal trio, was broadcast, 11:00–11:30 p.m.

DECEMBER 27, 29, 31: Ted Husing broadcast three previews of the Orange Bowl football game from Miami.

DECEMBER 30: "Twelve Crowded Months", a review of the past year's events, featuring Elmer Davis, Major George Fielding Eliot, Albert Warner, Bob Trout, Edward R. Murrow, Deems Taylor, Mel Allen, William L. Shirer and John Daly was presented, 9:30–10:00 p.m. and 10:15–10:45 p.m.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building St. Louis • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, North Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 84 Hallam Street, W. 1, London • Cable address, Columbia, New York

CBS PROGRAM BOOK · FEBRUARY, 1942

Daughter of U. S. Army Officer talks to her father overseas

THE COVER: *Over a CBS shortwave hook-up in New York, several children of American Army officers held a two-way conversation with their fathers stationed in London.*

FEBRUARY, 1942

THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

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All time listed on the following pages is current New York time unless otherwise indicated.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN OIL COMPANY *(184th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. 54 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(300th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.-12:45 a.m.* 106 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(251st Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert, Inc.*
ARMOUR & CO. *(51st Week on CBS)* **Treat Time** with Buddy Clark	Mon., Wed., Fri. 11:00–11:15 a.m. 51 CBS stations ORIGINATES: WBBM	Treet *Lord & Thomas*
ARMSTRONG CORK COMPANY *(17th Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstin & Osborn, Inc.*
+B. T. BABBITT, INC. *(26th Week on CBS)* **+David Harum** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O *Maxon, Inc.*
BAYER COMPANY *(331st Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert, Inc.*
BISODOL COMPANY *(469th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert, Inc.*

+ *Program or client not listed in CBS Program Book for January.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
OWEY'S, INC. *140th Week on CBS* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 46 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
ALIFORNIA FRUIT GROWERS XCHANGE *143rd Week on CBS* **Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 40 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
AMPANA SALES COMPANY *198th Week on CBS* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Friday 9:30–9:55 p.m. 54 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Campana Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
AMPBELL SOUP COMPANY *373rd Week on CBS* **Arkansas Traveler** starring Bob Burns	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 64 CBS stations ORIGINATES: KNX	Campbell's Soups *Ruthrauff & Ryan, Inc.*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 62 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
The Man I Married *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 57 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CELANESE CORPORATION OF AMERICA *(4th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:15–10:45 p.m. 57 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(169th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(308th Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 61 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, Inc*
COCA-COLA COMPANY *(128th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding and guest soloists	Sunday 4:30–5:00 p.m. 110 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(316th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 71 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 68 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products Crystal White *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *Continued*		
Myrt and Marge *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 4:15–4:30 p.m.* 77 CBS stations ORIGINATES: WABC	Concentrated Super Suds *Sherman & Marquette, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:00–4:15 p.m.* 54 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
CONTINENTAL BAKING CO., INC. *(369th Week on CBS)*		
Maudie's Diary with Mary Mason	Thursday 7:30–8:00 p.m. *Rebroadcast 11:30–12:00 mid.* 46 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*
CURTISS CANDY COMPANY *(70th Week on CBS)*		
News with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(502nd Week on CBS)*		
Melody Ranch with Gene Autry *Western dramatic series*	Sunday 6:30–7:15 p.m. 68 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EMERSON DRUG COMPANY *(91st Week on CBS)*		
Vox Pop with Parks and Wally *Interviews*	Monday 8:00–8:30 p.m. 74 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(122nd Week on CBS)*		
Take It or Leave it with Phil Baker, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 73 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
FORD MOTOR COMPANY *(407th Week on CBS)* **Sunday Evening Hour** Ford Symphony Orchestra and Chorus, guest conductors and soloists *With Talks by W. J. Cameron*	Sunday 9:00–10:00 p.m. 58 CBS stations ORIGINATES: WJR	Ford motor cars, trucks and tractors Mercury Lincoln *McCann-Erickson, Inc.*
GENERAL FOODS CORPORATION *(349th Week on CBS)* **We, the People** with Eddie Dowling *Real-life experiences*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 68 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 91 CBS stations ORIGINATES: WABC	Grape Nuts, Grape Nuts Flakes *Young & Rubicam, Inc*
William L. Shirer *News*	Sunday 5:45–6:00 p.m. 67 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 76 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc* Diamond Crystal Salt *Benton & Bowles, Inc.*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *6:00–6:15 p.m.* 75 CBS stations ORIGINATES: WABC	La France Satina Postum *Young & Rubicam, Inc*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast* *7:15–7:30 p.m.* 84 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 51 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *(401st Week on CBS)*		
Stories America Loves *Drama*	Mon. thru Fri. 9:45–10:00 a.m. *Rebroadcast* *11:45–12 noon* 39 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Gold Medal Flour *Blackett-Sample-Hummert, Inc.*
Betty Crocker *Homemaker program*	Wed., Fri. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Bisquick *Blackett-Sample-Hummert, Inc.*
GULF OIL CORPORATION *(416th Week on CBS)*		
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's orchestra, John Hiestand	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY *(127th Week on CBS)*		
Ginny Simms *Songs*	Friday 9:55–10:00 p.m. 54 CBS stations ORIGINATES: KNX	Kleenex *Lord & Thomas*
INTERNATIONAL SILVER COMPANY *(203rd Week on CBS)*		
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars	Sunday 6:00–6:30 p.m. 59 CBS stations 34 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(127th Week on CBS)*		
Are You a Missing Heir? *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
A Helping Hand *Drama*	Mon. thru Fri. 4:00–4:15 p.m. 4 CBS stations ORIGINATES: WABC	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHNS-MANVILLE CORPORATION *(26th Week on CBS)* **Elmer Davis** *News*	Mon. thru Fri. 8:55–9:00 p.m. 56 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(43rd Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Tuesday 6:15–6:30 p.m. 65 CBS stations Thursday 6:15–6:30 p.m. 64 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(469th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tues. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert, Inc.*
LADY ESTHER, LTD. *(425th Week on CBS)* **Orson Welles** *Drama*	Monday 10:00–10:30 p.m. 63 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(339th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 69 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Thursday 9:30–10:00 p.m. 72 CBS stations 31 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Meet Mister Meek *Drama*	Wednesday 8:00–8:30 p.m. 59 CBS stations ORIGINATES: WABC	Lifebuoy Health Soap *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 49 CBS stations ORIGINATES: WABC	Silver Dust *Batten, Barton, Durstine & Osborn, Inc.*
Bright Horizon	Mon. thru Fri. 2:00–2:15 p.m. 10 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *Continued*		
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2.30 p.m.* 61 CBS stations 29 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 71 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(183rd Week on CBS)* **Glenn Miller and His Orchestra** with Marion Hutton, Ray Eberle, and the Modernaires	Tues., Wed., Thurs. 10:00–10:15 p.m. 97 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.*
LUXOR, LTD. *(51st Week on CBS)* **Wayne King and His Orchestra** *Music*	Saturday 7:30–8:00 p.m. 35 CBS stations ORIGINATES: WRBM	Luxor Products *Lord & Thomas*
MACFADDEN PUBLICATIONS, INC. *(302nd Week on CBS)* **Paul Sullivan Reviews the News**	Tues., Thurs. 6:00–6:10 p.m. 20 CBS stations ORIGINATES: WABC	Liberty Magazine *Erwin Wasey & Company, Inc.*
MAGAZINE REPEATING RAZOR COMPANY *(35th Week on CBS)* **Duffy's Tavern** starring Ed Gardner as "Archie", Shirley Booth, Eddie Green, "Fats" Waller, guest stars	Thursday 8:30–8:55 p.m. *Rebroadcast* *12 mid.–12.25 a.m.* 59 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. W. Mathes, Inc.*
C. F. MUELLER COMPANY *(129th Week on CBS)* **Mark Hawley and the News**	Wed., Thurs., Fri. 4:45–5:00 p.m. 11 CBS stations ORIGINATES: WABC	Macaroni Products *Maxon, Inc.*
PACIFIC COAST BORAX CO. *(30th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 58 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PET MILK SALES CORPORATION *(428th Week on CBS)*	Saturday 9:45–10:15 p.m. 59 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus		
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast 1:45–2:00 p.m.* 76 CBS stations ORIGINATES: KMOX	
PHILIP MORRIS & COMPANY, LTD. *(286th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast 11:30 p.m.–12 mid.* 100 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, Inc.*
The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast 11:00–11:25 p.m.* 75 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(379th Week on CBS)*	Friday 10:00–10:30 p.m. 65 CBS stations ORIGINATES: KNX	Ivory Soap *Compton Advertising, Inc.*
Ransom Sherman with Martha Tilton and Gordon Jenkins' Orchestra *Variety*		
The Story of Mary Marlin *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. 20 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, Inc.*
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 40 CBS stations	Duz *Compton Advertising, Inc.*
	13 CBS stations ORIGINATES: WABC	Dreft *Blackett-Sample-Hummert, Inc.*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 27 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 58 CBS stations 25 CBC stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 58 CBS stations 25 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert, Inc.*
Vic and Sade *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(139th Week on CBS)*	Sunday 5:00–5:45 p.m. 60 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices		
R. J. REYNOLDS TOBACCO COMPANY *(456th Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 80 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*		
How'm I Doin'? with Bob Hawk and Vaughn Monroe's Orchestra *Quiz*	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 98 CBS stations ORIGINATES: WABC	
SPEARMINT GUM *(501st Week on CBS)*	Thursday 10:15–10:45 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
The First Line *Informational series*		
Scattergood Baines *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 77 CBS stations ORIGINATES: WBBM	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS *(82nd Week on CBS)* **Frank Parker** *Songs*	Mon., Wed., Fri. 6:30–6:45 p.m. 50 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(244th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players *Variety*	Wednesday 9:00–10:00 p.m. *Rebroadcast* *12:00–1:00 a.m.* 83 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
+UNITED FRUIT COMPANY **+The World Today** *News*	Mon. thru Fri. 6:45–7:00 p.m. 37 CBS stations ORIGINATES: WABC	Bananas *Batten, Barton, Durstine & Osborn, Inc.*
U. S. TOBACCO COMPANY *(348th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe E. Howard, MC, Billy M. Greene, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
AMERICAN CHICLE COMPANY *(47th Week on CBS)* **By the Way** with Bill Henry	Tues., Thurs. 5:30–5:45 p.m. PST Saturday 9:45–10:00 p.m. PST ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
BATHASWEET CORPORATION *(121st Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PST ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
+CALIFORNIA PACKING CORP. *(3rd Week on CBS)* **+William Winter** *News*	Mon. thru Sat. 12:30-12:45 p.m. PST ORIGINATES: KQW	Del Monte Products *McCann-Erickson, Inc.*
COLONIAL DAMES, INC. *(112th Week on CBS)* **Find the Woman** with Knox Manning	Friday 9:55–10:00 p.m. PST ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*

COLUMBIA PACIFIC NETWORK

+Program or client not listed in CBS Program Book for January.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(349th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PST ORIGINATES: KNX	Jello *Young & Rubicam, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(57th Week on CBS)* **I Was There** *News dramatizations*	Monday 9:00–9:30 p.m. PST ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(109th Week on CBS)* **Hollywood Showcase**	Monday 9:30–10:00 p.m. PST ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
LOS ANGELES SOAP COMPANY *(121st Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15-12:30 p.m. PST ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MACFADDEN PUBLICATIONS, INC. *(302nd Week on CBS)* **Bob Garred Reporting**	Mon., Wed., Fri. 7:30–7:45 a.m. PST ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*
***NESBITT FRUIT PRODUCTS, INC.** *(5th Week on CBS)* **Bob Garred Reporting**	Saturday 5:45–5:55 p.m. PST ORIGINATES: KNX	California Orange Drink *Walter K. Neill, Inc.*
PETER PAUL, INC. *(81st Week on CBS)* **Bob Garred Reporting**	Mon., Wed., Fri. 5:45–5:55 p.m. PST ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(69th Week on CBS)* **What's On Your Mind?**	Friday 6:00–6:30 p.m. PST ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co.*
SMITH BROTHERS *(89th Week on CBS)* **William Winter** *News*	Mon., Wed., Sat. 8:55–9:00 p.m. PST Sunday 8:25–8:30 p.m. PST ORIGINATES: KNX	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*

**Program or client not listed in CBS Program Book for January*

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	SOIL OFF MANUFACTURING COMPANY *(52nd Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 5:45–5:55 p.m. ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Buchanan & Co.*
	SUNNYVALE PACKING COMPANY *(5th Week on CBS)* **Jane Endicott, reporter** *Serial drama*	Mon., Wed., Fri. 10:45-11:00 a.m. PST ORIGINATES: KNX	Rancho Soups *Lord & Thomas*
	UNION OIL COMPANY *(61st Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PST ORIGINATES: KNX	Gas and Oil *Lord & Thomas*
COLUMBIA CALIFORNIA NETWORK	BEKINS VAN AND STORAGE CO. *(19th Week on CBS)* **Bill Henry** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PST ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	LUDEN'S, INC. *(77th Week on CBS)* **Dave Lane** *Songs*	Tuesday 9:55–10:00 p.m. PST Thursday 9:25–9:30 p.m. PST ORIGINATES: KNX	Menthol Cough Drops *J. M. Mathes, Inc.*
	SEASIDE OIL COMPANY *(42nd Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 5:30–5:55 p.m. PST ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil *The McCarty Company*
WABC SPONSORED PROGRAMS	+AMERICAN TOBACCO CO.* *(35th Week on WABC)* **+Announcements**	Mon. thru Sat. 12:05–12:07 a.m.	Lucky Strike Cigarettes *Lord & Thomas*
	B.C. REMEDY COMPANY *(21st Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	B.C. *Charles W. Hoyt & Co., Inc.*

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CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BEECH-NUT PACKING COMPANY* **Odd Side of the News**	Tues., Thurs., Sat. 8:25–8:30 a.m.	Beechies Gum and Confections *Newell-Emmett Co.*
BOOK HOUSE FOR CHILDREN *(39th Week on WABC)* **Woman's Page of The Air** with Adelaide Hawley *Participations*	Friday 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
BULOVA WATCH COMPANY *(649th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
DREZMA, INC. *(65th Week on WABC)* **Lessons in Loveliness** with Nell Vinick	Tues., Thurs. 3:30–3:45 p.m.	"Drezma" Cosmetics *Blaine-Thompson Co., Inc.*
GENERAL BAKING COMPANY* *(19th Week on WABC)* **Announcements**	Mon. thru Sat. 7:59:45–8:00:45 a.m. 8:13:30–8:14:30 a.m.	Bond Bread *Newell Emmett Co.*
GRIFFIN MANUFACTURING CO., INC*. *(20th Week on WABC)* **Arthur Godfrey** *Participations*	Tues., Thurs., Sat. 7:00–7:30 a.m.	Shoe Polish, Whitener, and Dressing *Bermingham, Castleman, and Pierce, Inc.*
GROVE LABORATORIES, INC. *(39th Week on WABC)* **Odd Side of the News**	Mon., Wed., Fri. 8:25–8:30 a.m.	Bromo-Quinine Cold Tablets *J. Walter Thompson Co., Inc.*
ILLINOIS MEAT COMPANY *(13th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:30–6:55 a.m.	Broadcast Brand Canned Meats *Arthur Meyerhoff & Co*
INTERNATIONAL TELEPHONE AND TELEGRAPH COMPANY *(5th Week on WABC)* **Good Neighbor News**	Mon. thru Fri. 6:10–6:15 p.m.	Institutional *Marschalk & Pratt, Inc.*

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WABC SPONSORED PROGRAMS

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
V. LA ROSA & SONS, INC. *(10th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Wed., Thurs., Fri. 8:45–9:00 a.m.	La Rosa "Grade A" Macaroni Products *M. H. Hackett, Inc.*
LEHN AND FINK PRODUCTS CORP.* *(20th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Fri. 7:00–7:30 a.m.	Hind's Honey and Almond Cream *William Esty & Co., Inc.*
P. LORILLARD COMPANY* *(29th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Old Gold Cigarettes *J. Walter Thompson Co., Inc.*
LUDEN'S, INC. *(35th Week on WABC)* **The World Today**	Saturday 6:45–7:00 p.m.	"Luden's Menthol" Cough Drops *J. M. Mathes, Inc.*
MARLIN FIREARMS COMPANY *(38th Week on WABC)* **Early Riser's News**	Mon. thru Sat. 6:55–7:00 a.m.	Marlin Razor Blades *Craven & Hedrick, Inc*
MARYLAND PHARMACEUTICAL CO. *(43rd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues., Thurs., Sat. 8:45–9:00 a.m.	Rem and Rel *The Joseph Katz Co.*
MELVILLE SHOE COMPANY *(167th Week on WABC)* **Early Morning News**	Mon. thru Sat. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
JOHN MORRELL AND COMPANY *(24th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Tues., Thurs., Sat. 8:30–8:45 a.m.	Morrell E-Z Cut Ham *Henri, Hurst and McDonald, Inc.*
NEW YORK STATE BUREAU OF MILK PUBLICITY *(46th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. and Wed. 8:45–9:00 a.m.	Milk and Milk Products *J. M. Mathes, Inc.*

** In addition to number of weeks in which the client has used CBS Network facilities.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PEPSI-COLA COMPANY* *(79th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell Emmett Co.*
QUAKER OATS COMPANY* *(58th Week on WABC)* **The Aunt Jemima Program**	Mon. thru Sat. 8:15–8:20 a.m.	Aunt Jemima Pancake Flour *Sherman K. Ellis & Co., Inc.*
SELECT THEATRES CORP. *(73rd Week on WABC)* **Announcement**	Tues., Fri. 11:58:50 p.m.–12 mid.	"Sons of Fun" *Blaine-Thompson Co., Inc.*
SMITH BROTHERS* *(27th Week on WABC)* **Arthur Godfrey** **Afternoon News**	Mon., Wed., Fri. 7:30–7:45 a.m. Mon., Wed., Fri. 3:55–4:00 p.m.	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
SOCONY-VACUUM OIL CO., INC.* *(26th Week on WABC)* **Mark Hawley** *News*	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline, Oil and Specialties *J. Stirling Getchell, Inc.*
†THE STUDEBAKER CORPORATION* **†Eric Sevareid** *News*	Tues., Thurs., Sat. 6:30–6:45 p.m.	Institutional *Roche, Williams & Cunnyngham, Inc.*
†TERMINAL BARBER SHOP, INC.* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Barber Shop Services *Maxon, Inc.*
WASTE PAPER CONSUMING INDUSTRIES *(21st Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Paper Conservation *Olian Advertising Co.*
WEST DISINFECTING COMPANY *(30th Week on WABC)* **It Takes a Woman** with Frances Scott	Mon., Wed., Fri. 8:20–8:25 a.m.	CN *Moser & Cotins, Inc.*

*In addition to the number of weeks in which the client has used CBS Network facilities.
†Program or client not listed in CBS Program Book for January.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 21*
2. DRAMATIC SERIES . . . . . *Page 22*
3. NATIONAL DEFENSE . . . . . *Page 22*
4. LIGHT ENTERTAINMENT . . . . . *Page 23*
5. SERIOUS MUSIC . . . . . *Page 24*
6. EDUCATIONAL PROGRAMS . . . . . *Page 25*
7. CHILDREN'S PROGRAMS . . . . . *Page 27*
8. PERSONALITIES . . . . . *Page 27*
9. RELIGIOUS BROADCASTS . . . . . *Page 28*

CBS SHORT WAVE BROADCASTS . . . . . *Page 29*

ADDENDA: JANUARY PROGRAMS . . . . . *Page 30*

News Summaries, Analyses and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Bob Trout and Charles Collingwood from London; William J. Dunn from Batavia; John Raleigh from Darwin, Australia; Webb Edwards from Honolulu; Cecil Brown from the Far East; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; Elmer Davis, Edward R. Murrow, Linton Wells, Major George Fielding Eliot, William L. Shirer, Harry W. Flannery, Dennis McEvoy and John Daly from New York; Albert Warner, Eric Sevareid and John Purcell from Washington; 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., SATURDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY; The World Tonight, 8:00–8:30 p.m., SUNDAY.

News Summaries: 6:30, 9:00 a.m., 3:15 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 4:45 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Elmer Davis, 8:55–9:00 p.m., SATURDAY AND SUNDAY; Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; 11:00–11:15 p.m. MONDAY, Elmer Davis; TUESDAY, William L. Shirer; WEDNESDAY, Major G. F. Eliot; THURSDAY, Albert Warner; FRIDAY, Edward Murrow; Dennis McEvoy, 6:30–6:45 p.m., SATURDAY.

(See also sponsored news programs.)

	PROGRAM AND TIME	DESCRIPTION
NEWS BROADCASTS *Continued*	**Headlines and Bylines** 11:00–11:15 p.m. EACH SUNDAY	In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of the war, Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.
DRAMATIC SERIES	**Columbia Workshop** 8:00–8:30 p.m. to the West 10:30–11:00 p.m. to the East SUNDAY, FEBRUARY 1 2:30–2:55 p.m. EACH SUNDAY *(Beginning February 8)*	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is producer. FEBRUARY 1: M. Dolbier's "The Bus That Nobody Loved"; FEBRUARY 8: "Portrait of Jennie", adapted from R. Nathan's novel by G. D. Griffin.
NATIONAL DEFENSE	**Report to the Nation** 9:30–10:00 p.m. EACH TUESDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. Albert Warner is the chief narrator, and the series is produced by Brewster Morgan.
	Spirit of '42 2:00–2:30 p.m. EACH SUNDAY	Broadcast in the interest of the national war effort, this series singles out each week a unit of the Army, Navy or Marines, and, in dramatic form, traces its history and development. Brewster Morgan directs the program, which is written by Willis Cooper.
	They Live Forever 10:30–11:00 p.m. EACH SUNDAY *(Beginning February 8)*	A program about American sacrifice, courage, and heroism in the present war. Charles Vanda is the producer and director. Howard Teichman and Jerry Lawrence are the writers.
	Calling Pan-America 6:00–6:30 p.m. EACH SATURDAY	CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.
	The People's Platform 7:00–7:30 p.m. SATURDAY, FEBRUARY 8	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of "The Place of Public Criticism in Wartime."

PROGRAM AND TIME	DESCRIPTION
What's New At The Zoo? 1:35–2:00 p.m. EACH SUNDAY	John Reed King interviews, on location, the men and women who collect and care for the animal inmates of the Bronx Zoo.
Matinee at Meadowbrook 4:00–4:30 and 4:35–5:00 p.m. EACH SATURDAY	An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestra of Alvino Rey during February.
God's Country 11:15–11:30 a.m. EACH SATURDAY	Milton Bacon tells stories of America's small towns and the way of life they represent. Burl Ives sings songs of the region.
Kay Thompson and Co. 7:30–8:00 p.m. EACH WEDNESDAY	This series presents Miss Thompson in a many-sided role—as choral director, soloist, comedienne, and composer. Music is under the direction of Walter Gross, and Perry Lafferty directs the program.
Sing Along 4:30–4:45 p.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.
Golden Gate Quartet, Four Clubmen, Symphonettes VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.
Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for February: Blue Barron — Hal McIntyre Shep Fields — Sonny Dunham Benny Goodman — Vaughn Monroe Guy Lombardo — Tommy Tucker
U. S. Marine Band 10:00–10:30 a.m. EACH SATURDAY	Captain William Santelmann conducts the band from the auditorium of the Marine Barracks in Washington.
Wherever You Are 10:30–10:45 p.m. EACH TUESDAY	Service men hear their favorite songs and receive recordings of them, just as they are broadcast by Walter Gross' orchestra and Gwen Davies.

PROGRAM AND TIME	DESCRIPTION
New York Philharmonic-Symphony Orchestra 3:00–4:30 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During February, Eugene Goossens and Fritz Busch conduct. Deems Taylor is intermission commentator.
Cleveland Orchestra 5:00–6:00 p.m. EACH SATURDAY	WGAR and CBS present the famous Cleveland Orchestra in a weekly series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Kay Halle is program commentator.
Columbia's Weekday Schedule of Fine Music 3:30–4:00 p.m. MONDAY THRU FRIDAY 11:05–11:30 a.m. EACH SUNDAY	This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works for orchestra, standard and little-known concerti, and great songs of all the ages. The participating groups of artists vary: MONDAYS: "Stars in the Orchestra", devoted to concerti and shorter solo works played by individual members of the Columbia Concert Orchestra, under Howard Barlow's direction. TUESDAYS: "Milestones in American Music", historic American compositions performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester. WEDNESDAYS: "Songs of the Centuries", with vocal masterpieces performed by guest soloists. Howard Barlow conducts. THURSDAYS: Cincinnati Conservatory of Music presents orchestral and chamber music ensembles with occasional choruses and vocalists. FRIDAYS: "British-American Music Series", Howard Barlow and Charles Lichter playing British music of historic significance and new scores by contemporary American composers. FEBRUARY 1: Walberg Brown Ensemble. FEBRUARY 8, 15: Recitals by pianist Hugo Balzo. FEBRUARY 22: Vera Brodsky begins new series.
Philharmonic Young People's Concert 3:45–4:45 p.m. MONDAY, FEBRUARY 23	The New York Philharmonic-Symphony Orchestra presents concerts especially for young people. Rudolph Ganz is the conductor.

PROGRAM AND TIME	DESCRIPTION	
Eileen Farrell and The Columbia Concert Orchestra 7:30–8:00 p.m. EACH SATURDAY	This young soprano was selected as the most promising of the many singers, who have appeared on the "Songs of the Centuries" program. Howard Barlow and Charles Lichter conduct the orchestra.	SERIOUS MUSIC
From the Organ Loft 9:15–9:45 a.m. EACH SUNDAY	Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.	
CBS ADULT EDUCATION BOARD	"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are: LYMAN BRYSON, chairman — HENRY R. LUCE STRINGFELLOW BARR — SPENCER MILLER, JR. WILLIAM BENTON — RUTH BRYAN ROHDE HARRY WOODBURN CHASE — THOMAS A. SMITH ROBERT I. GANNON, S.J. — WILLIAM ALLEN WHITE ALVIN S. JOHNSON — RAY LYMAN WILBUR JOSEPH H. WILLITS	EDUCATIONAL PROGRAMS
School of the Air of the Americas 9:15–9:45 a.m. (Eastern Time Zone) 2:30–2:55 p.m. (Central Time Zone) 9:30–10:00 a.m. (Mountain Time Zone) 1:30–2:00 p.m. (Pacific Time Zone) MONDAY THRU FRIDAY	The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its thirteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* FEBRUARY 2: Leather Workers. FEBRUARY 9: Potters. FEBRUARY 16: Glass Workers. TUESDAYS—*Music of the Americas* FEBRUARY 3: New World Instruments. FEBRUARY 10: Dances of the Country and the City. FEBRUARY 17: Dances of the Country and the City.	

PROGRAM AND TIME	DESCRIPTION
School of the Air of the Americas *Continued*	FEBRUARY 24: Topical Songs. WEDNESDAYS—*New Horizons: Lands of New World Neighbors* FEBRUARY 4: Paradise of the Pacific. FEBRUARY 11: Alaska, Land of Wonders. FEBRUARY 18: Quest for the Northwest Passage. FEBRUARY 25: Castles of Dreams in New France. THURSDAYS—*Tales from Far and Near* FEBRUARY 5: To and Again. FEBRUARY 19: Haym Salomon. FEBRUARY 26: The Red Canoe. FRIDAYS—*This Living World* FEBRUARY 6: Standard of Living. FEBRUARY 13: Old Age Security. FEBRUARY 20: Pan Americanism. FEBRUARY 27: Canada and The United States.
Invitation to Learning 11:30–12:00 noon EACH SUNDAY	This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests. FEBRUARY 1: Aeschylus "Oresteia". FEBRUARY 8: Malthus "On Population". FEBRUARY 15: Demosthenes' and Lincoln's Speeches. FEBRUARY 22: Voltaire "Candide".
Columbia's Country Journal 3:00–3:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news, and interviews distinguished agricultural authorities and leaders.
Spotlight on Asia EACH MONDAY	With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.
What Freedom Means EACH TUESDAY	Distinguished leaders in public life appear on this program and discuss the questions which are currently affecting the freedom of America and the World.

PROGRAM AND TIME	DESCRIPTION	
Children Also Are People EACH WEDNESDAY	Talks by specialists in the field of child guidance.	EDUCATIONAL PROGRAMS
Highways to Health EACH THURSDAY	A series of instructive medical talks arranged by the N. Y. Academy of Medicine.	
Americans Map the Skies EACH FRIDAY	Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating life stories of America's great astronomers and their achievements.	
Of Men and Books 2:05–2:30 p.m. EACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.	
Adventures in Science 1:30–1:45 p.m. EACH SATURDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.	
Let's Pretend 11:30–12:00 noon EACH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.	CHILDREN'S PROGRAMS
The Old Dirt-Dobber 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects, and advises on gardening in wartime.	PERSONALITIES
Olga Coelho 10:30–10:45 p.m. MONDAY AND SATURDAY	This internationally famous Brazilian singer and guitarist sings in English, Spanish, Portuguese, French, German, and Italian.	

PROGRAM AND TIME	DESCRIPTION
Church of the Air 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. In February: FEBRUARY 1: *Morning:* The Reverend S. C. Michelfelder, Saint Paul's Lutheran Church, Toledo, Ohio. *Afternoon:* Elder Gustave A. Iverson, President of the Eastern States Mission, Church of Jesus Christ of Latter Day Saints. FEBRUARY 8: *Morning:* Dr. Harold L. Bowman, First Presbyterian Church, Chicago, Ill. *Afternoon:* Catholic Service. FEBRUARY 15: *Morning:* The Right Reverend William T. Manning, D.D., Bishop of New York, Church of St. John the Divine. *Afternoon:* Jewish Service. FEBRUARY 22: *Morning:* Congregational Service. *Afternoon:* Catholic Service.
Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty voices. FEBRUARY 1: George Dempster, Editor Knoxville Journal, Knoxville, Tennessee. FEBRUARY 8: Dr. George E. Haynes, Federal Council of Churches of Christ in America, New York, N. Y. FEBRUARY 15: Father William O'Donnel, Cleveland, Ohio. FEBRUARY 22: Mr. Alva B. Johnson, Director of Public Relations, Storer College, Harpers Ferry, West Virginia.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE

WCBX New York
WCRC New York

News Broadcasts

In English:
6:30–6:45 a.m., 10:30–10:45 a.m.
2:30–2:45 p.m., 4:15–4:20 p.m.

In French:
8:00–8:15 a.m., 8:15–8:30 a.m.
11:00–11:15 a.m., 11:15–11:30 a.m., 12:30–12:45 p.m.
2:00–2:15 p.m., 2:15–2:30 p.m.
3:30–3:45 p.m.

In German:
7:00–7:15 a.m., 7:15–7:30 a.m.
10:00–10:15 a.m., 10:15–10:30 a.m., 1:00–1:15 p.m., 1:15–1:30 p.m.
4:00–4:15 p.m.

In Italian:
9:00–9:15 a.m., 9:15–9:30 a.m.
12 noon–12:15 p.m., 12:15–12:30 p.m.
3:00–3:15 p.m., 3:15–3:30 p.m.

In Polish:
12:45–1:00 p.m., 3:45–4:00 p.m.

In Serbo-Croatian:
9:45–10:00 a.m., 2:45–3:00 p.m.

In Dutch:
1:45–2:00 p.m.

In Swedish:
9:30–9:45 a.m., 1:30–1:45 p.m.

In Turkish:
11:30–11:45 a.m.

In Arabic:
11:45 a.m.–12 noon

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS fifty-kilowatt transmitter, WCRC. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York
WCRC New York

News Broadcasts

News in Spanish:
5:00–5:15 p.m., 7:00–7:15 p.m., 7:15–7:30 p.m., 9:00–9:15 p.m., 11:00–11:15 p.m.

News in Portuguese:
5:30–5:45 p.m., 7:30–7:45 p.m., 7:45–8:00 p.m., 9:30–9:45 p.m.

News in English:
6:00–6:15 p.m., 10:00–10:15 p.m.

From late afternoon to late evening, WCBX and WCRC direct their powerful beams to Latin America. And soon a fifty-kilowatt companion to WCRC will be placed in operation, another link in the continental solidarity of the Americas. CBS news broadcasts to Latin America are in three languages—Spanish, Portuguese, and English.

ADDENDA: JANUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of January programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

JANUARY 1: Dr. Louis Finkelstein of the Jewish Theological Seminary, Dr. Frederick Brown Harris of the Foundry Methodist Church, and Chief of Chaplains William R. Arnold of the War Department spoke on the "Day of Prayer" program, 6:30–6:45 p.m.

JANUARY 3: Secretary of Labor Frances Perkins discussed "Labor and Production", 10:15–10:30 p.m.

JANUARY 4: Secretary of the Treasury Henry Morgenthau, Jr., spoke from his office in the Treasury Department, 7:15–7:30 p.m.

JANUARY 4: Rep. Oscar Youngdahl, Minnesota Republican, talked about "National Unity", 7:15–7:30 p.m.

JANUARY 7: His Grace, the Archbishop of York (Anglican), opened a series of talks by American and British religious leaders on "The Underlying Spiritual Issues of the Present Crises and the Attitude of the Church", 4:15–4:30 p.m.

JANUARY 8: Jesse Jones, United States Secretary of Commerce, spoke on "The Importance of Health to American Business", under the auspices of the Committee for the Celebration of the President's Birthday, 6:30–6:45 p.m.

JANUARY 10: Senator Claude Pepper spoke in connection with the 22nd Anniversary of the date on which the Covenant of the League of Nations came into effect, 10:15–10:30 p.m.

JANUARY 11: Mrs. Ralph G. Wright, chairman of the Girl Scout National Executive Committee, conducted a discussion of "Girl Scouting in Defense", 1:30–1:45 p.m.

JANUARY 11: Paul Robeson, Herbert Agar, Mrs. Franklin D. Roosevelt, and Burgess Meredith appeared in a "Salute to Negro Troops" under the auspices of Fight for Freedom, Inc., 11:15–11:30 p.m.

JANUARY 14: Dr. Luther A. Weigle, President of the Federal Council of Churches of Christ in America and Dean of the Yale Divinity School, was the second speaker in the series of talks by American and British religious leaders, 4:15–4:30 p.m.

JANUARY 16: Mrs. Franklin D. Roosevelt spoke on "Children's Camping as I See It" for the American Camping Association, New York Section, 3:30–3:45 p.m.

JANUARY 17: Wendell L. Willkie and Governor Dwight P. Griswold of Nebraska spoke at the Annual Luncheon of the Women's National Republican Club, 2:30–3:00 p.m.

JANUARY 17: James M. Landis, former Dean of Harvard Law School, spoke for the first time since his appointment as Executive Director of Office of Civilian Defense, 10:15–10:30 p.m.

JANUARY 18: Keith Morgan and Basil O'Connor, of the Committee for the Celebration of the President's Birthday, made an appeal for "The Stamping Out of Infantile Paralysis", 7:15–7:30 p.m.

JANUARY 19: Dr. H. J. Van Mook, Lieutenant Governor, Netherlands East Indies, reported on the war in the East Indies under the auspices of the Institute of Pacific Relations, 10:30–10:45 p.m.

JANUARY 20: Merle Oberon, Ted Straeter, Barry Wood, Bea Wain, Mullen Sisters, and Harry Brandt appeared in a "March of Dimes" program under the auspices of the Committee for the Celebration of the President's Birthday, 4:30–4:45 p.m.

JANUARY 20: Clark M. Eichelberger, Director of Citizens for Victory, Rear Admiral Harry E. Yarnell and Paul V. McNutt spoke on the "Citizens for Victory" program, 10:15–10:30 p.m.

JANUARY 21: R. G. Clarkson, Vice President of the Federal Loan Bank of New York, spoke on: "National Thrift Week", 3:30–3:45 p.m.

JANUARY 21: The Most Reverend Thomas Williams, Archbishop of Birmingham (Catholic), discussed the topic "What Sort of a World Do We Want to Create After the War?", 4:15–4:30 p.m.

JANUARY 22: Wendell Willkie and R. G. Casey, Australian Minister to the United States, spoke at the opening of the new Freedom House headquarters in New York City, 11:15–11:30 p.m.

JANUARY 23: Mel Allen, Mrs. Lou Gehrig, Joe Di Maggio and Bill Corum spoke under the auspices of the Sports Division of the Committee for the Celebration of the President's Birthday, 11:15–11:30 p.m.

JANUARY 24: James B. Carey, secretary and treasurer of the C.I.O., spoke on "Labor Accepts the President's Call" for increased war production, with George Meany, secretary and treasurer, A. F. of L., Matthew Woll, second vice-president, A. F. of L., and Emil Rieve, vice-president, C.I.O., 10:15–10:45 p.m.

JANUARY 24: Mrs. Henry A. Wallace and Mrs. J. L. Whitehurst discussed "Women in the Lobby" under the auspices of the General Federation of Women's Clubs, 1:45–2:00 p.m.

JANUARY 26: At the Annual Conference of Congregational Christian Churches, Dr. Douglas Horton, Dr. Boynton Merrill, and Dr. Robert C. Calhoun delivered talks on "The Task of the Church in Wartime", 3:15–3:30 p.m.

JANUARY 27: Mrs. Estelle Sternberger, executive director of World Peaceways, Inc., urged in a talk "Win the Peace" that we study plans for the world after the war, 10:15–10:30 p.m.

JANUARY 28: Henry Pratt Fairchild, chairman Department of Sociology, N.Y.U., discussed "International Migration as a Phase of the Post War Population Problem", 3:15–3:30 p.m.

JANUARY 28: Dr. David de Sola Pool, Rabbi of New York's Spanish and Portuguese Synagogue, concluded the series of talks by American and British religious leaders with a further discussion of "What Sort of a World Do We Want to Create After the War?", 4:15–4:30 p.m.

JANUARY 31: W. P. Witherow, president of the National Association of Manufacturers and John G. Pew, president of the Sun Shipbuilding Company, spoke on "Industry is Responding to the Call for Increased War Production", 10:15–10:30 p.m.

SPECIAL EVENTS

JANUARY 1: Traditional New Year's Eve celebrations were described by announcers stationed in New York, Chicago, Denver and Los Angeles. Each of these descriptions was followed by a different topnotch dance orchestra, 12:00 mid.–4:00 a.m.

JANUARY 6: President Roosevelt addressed the Joint Session of Congress and the People of the United States. He reported on "The State of the Nation", 12:15–1:00 p.m.

JANUARY 11: "Diamond Jubilee", written by Gerald Holland and presented by the Committee for the Celebration of the President's Birthday, dramatized stories of America's great Presidents, 7:15–7:30 p.m.

JANUARY 14: From the deck of the naval auxiliary ship, the Lafayette, being converted from the luxury liner Normandie, John Daly described the work in progress and interviewed Lieutenant Commander L. C. Scott and several workmen, 3:30–3:45 p.m.

JANUARY 18: Dr. Abba Hillel Silver, National Chairman of the United Jewish Appeal, discussed "Palestine and the War" before the National Conference for Palestine, 12:15–12:30 p.m.

JANUARY 19: From Camp Lee, Richmond, Virginia, Lieutenant Victor Lee Cary and Major General James E. Edmonds participated in a commemoration of the birth of General Robert E. Lee, 3:30–3:45 p.m.

JANUARY 20: Brigadier General John C. McDonnell and Phillips A. Turnbull launched the 1942 Finance Drive of the Boy Scouts of Greater New York at the Reveille Breakfast at the Waldorf-Astoria Hotel, 8:20–8:30 a.m.

JANUARY 21: Kate Smith, Ted Collins, and a distinguished cast dramatized "The Man Without a Country" for the American Red Cross, 7:30–8:00 p.m.

JANUARY 24: Governor Harold E. Stassen, of Minnesota, Mayor John McDonough, of St. Paul, and "King Boreas Rex VIII" broadcast from St. Paul's traditional Winter Carnival, 4:00–4:15 p.m.

JANUARY 25: Ethel Barrymore, Alexander Woollcott, Orson Welles, and Alexander Semmler's Orchestra appeared in a special broadcast for the American Red Cross, 1:30–2:00 p.m.

JANUARY 30: The Radio Division of the Committee for the Celebration of the President's Birthday presented a program, on which President Roosevelt appeared, in connection with the President's Diamond Jubilee Birthday Celebration, 11:15–12:15 a.m.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 182 Tremont Street, Boston 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building St. Louis • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, North Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 84 Hallam Street, W. 1, London • Cable address, Columbia, New York

CBS PROGRAM BOOK · MARCH, 1942

"Wings Over Jordan"

THE COVER: *"Wings Over Jordan," after a nationwide poll, was placed on the 1941 Honor Roll of the Schomburg Collection of Negro Literature for its contribution to "the improvement of race relations in terms of real democracy." The only radio program to be so honored, "Wings Over Jordan" originates from Station WGAR in Cleveland, and is directed by Rev. Glenn T. Settle.*

MARCH, 1942

THE COLUMBIA PROGRAM BOOK

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Published monthly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

COLUMBIA NETWORK CLIENTS

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PHILIP MORRIS & COMPANY, LTD.:
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R. J. REYNOLDS TOBACCO COMPANY:
Camel Cigarettes,
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U. S. TOBACCO COMPANY:
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Mounds Candy, Ten Crown Gum . Page 15

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Palmolive Brushless Shave,
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Kolynos . . . . . Page 10

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• FOODS & BEVERAGES

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Dari-Rich Products . . . . . Page 5

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Sunkist Oranges, Lemons . . . Page 5

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Beans, and Tomato Juice . . . . Page 5
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Diamond Crystal Salt,
Maxwell House Coffee,
Post Toasties,
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GENERAL MILLS, INC.:
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(See also Toilet Goods; Laundry Soaps)
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Quaker Food Products . . . . Page 13

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Octagon Products, Crystal White Pages 6, 7

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20 Mule Team Borax and
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INTERNATIONAL SILVER COMPANY:
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Cleaning Fluid . . . . . Page 16

All time listed on the following pages is Eastern War Time unless otherwise indicated.

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN OIL COMPANY *(188th Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. 53 CBS stations ORIGINATES: WABC	Amoco-Gas Orange American Gas *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(304th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 106 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(255th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert*
ARMSTRONG CORK COMPANY *(21st Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstine & Osborn, Inc.*
B. T. BABBITT, INC. *(30th Week on CBS)* **David Harum** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O *Maxon, Inc.*
BAYER COMPANY *(335th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert*
BISODOL COMPANY *(473rd Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOWEY'S, INC. *(144th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CALIFORNIA FRUIT GROWERS EXCHANGE *(147th Week on CBS)* **Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 40 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(202nd Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Friday 9:30–9:55 p.m. 54 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Campana Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(377th Week on CBS)* **Bob Burns** *Comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 65 CBS stations ORIGINATES: KNX	Campbell's Soups *Ruthrauff & Ryan, Inc.*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 62 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
The Man I Married *Dramatic serial*	Mon. thru Fri. 11:15–11:30 a.m. *Rebroadcast* *3:00–3:15 p.m.* 57 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Pork and Beans *Ward Wheelock Company*
Fletcher Wiley *Talks*	Mon. thru Fri. 2:30–2:45 p.m. 35 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans Franco-American Macaroni and Spaghetti *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 58 CBS stations (Mon. and Wed 57 CBS stations) ORIGINATES: WABC	Franco-American Macaroni and Spaghetti *Ruthrauff & Ryan, Inc.*

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
CELANESE CORPORATION OF AMERICA *(8th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:15–10:45 p.m. 57 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(173rd Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(312th Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 61 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(132nd Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 112 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(320th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 73 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 69 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products Crystal White *Ted Bates, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLGATE-PALMOLIVE-PEET COMPANY *Continued* **Myrt and Marge** *Serial drama*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *4:15–4:30 p.m.* 77 CBS stations ORIGINATES: WABC	Concentrated Super Suds *Sherman & Marquette, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:00–4:15 p.m.* 54 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
CONTINENTAL BAKING CO., INC. *(373rd Week on CBS)* **Maudie's Diary** with Mary Mason	Thursday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 47 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*
CURTISS CANDY COMPANY *(74th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 39 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(506th Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–7:15 p.m. 68 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EMERSON DRUG COMPANY *(95th Week on CBS)* **Vox Pop** with Parks and Wally *Interviews*	Monday 8:00–8:30 p.m. 75 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(126th Week on CBS)* **Take It or Leave It** with Phil Baker, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 73 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
+GENERAL ELECTRIC CO.	Tues., Thurs., Sat.	Institutional
+G. E. News Program with Frazier Hunt	6:00–6:15 p.m. *Rebroadcast 10:45–11:00 p.m.* 48 CBS stations ORIGINATES: WABC	*Maxon, Inc.*
GENERAL FOODS CORPORATION *(353rd Week on CBS)*	Tuesday	Sanka Coffee
We, the People with Eddie Dowling *Real-life experiences*	9:00–9:30 p.m. *Rebroadcast 12 mid.–12:30 a.m.* 68 CBS stations ORIGINATES: WABC	*Young & Rubicam, Inc.*
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast 12 mid.–12:55 a.m.* 91 CBS stations ORIGINATES: WABC	Grape Nuts, Grape Nuts Flakes *Young & Rubicam, Inc.*
William L. Shirer *News*	Sunday 5:45–6:00 p.m. 67 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 76 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Joyce Jordan, Girl Interne *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast 3:30–3:45 p.m.* 75 CBS stations ORIGINATES: WABC	La France Satina Postum *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast 7:15–7:30 p.m.* 84 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
Kate Hopkins *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 51 CBS stations ORIGINATES: WABC	Maxwell House Coffee *Benton & Bowles, Inc.*

+Program or client not listed in CBS Program Book for February.

GENERAL MILLS, INC. *(405th Week on CBS)*	Mon. thru Fri. 9:45–10:00 a.m. *Rebroadcast* *11:45–12 noon* 40 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Stories America Loves *Drama*		
Hymns of All Churches with Joe Emerson	Mon., Tues., Thurs. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Softasilk *Blackett-Sample-Hummert*
Betty Crocker *Homemaker program*	Wed., Fri. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WBBM	Gold Medal Flour Bisquick *Blackett-Sample-Hummert*
GULF OIL CORPORATION *(420th Week on CBS)*	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's orchestra, John Hiestand		
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY *(131st Week on CBS)*	Friday 9:55–10:00 p.m. 54 CBS stations ORIGINATES: KNX	Kleenex *Lord & Thomas*
Ginny Simms *Songs*		
INTERNATIONAL SILVER COMPANY *(207th Week on CBS)*	Sunday 6:00–6:30 p.m. 60 CBS stations 32 CBC stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars		
IRONIZED YEAST CO., INC. *(131st Week on CBS)*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
Are You a Missing Heir? *Drama*		
A Helping Hand *Drama*	Mon. thru Fri. 4:00–4:15 p.m. 4 CBS stations ORIGINATES: WABC	

JOHNS-MANVILLE CORPORATION *(30th Week on CBS)* **Elmer Davis** *News*	Mon. thru Fri. 8:55–9:00 p.m. 56 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(47th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Tuesday 6:15–6:30 p.m. 65 CBS stations Thursday 6:15–6:30 p.m. 64 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(473rd Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tues. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert*
LADY ESTHER, LTD. *(429th Week on CBS)* **Freddy Martin and his orchestra** *Popular music*	Monday 10:00–10:30 p.m. 65 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(343rd Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 69 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Thursday 9:30–10:00 p.m. 70 CBS stations 31 CBC stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Meet Mister Meek *Drama*	Wednesday 8:00–8:30 p.m. 59 CBS stations ORIGINATES: WABC	Lifebuoy Health Soap *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 49 CBS stations ORIGINATES: WABC	Silver Dust *Batten, Barton, Durstine & Osborn, Inc.*
Bright Horizon	Mon. thru Fri. 2:00–2:15 p.m. 10 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*

LEVER BROTHERS COMPANY *Continued*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2:30 p.m.* 60 CBS stations 29 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*		
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 70 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(487th Week on CBS)*	Wed., Thurs., Fri. 10:00–10:15 p.m. 97 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.*
Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires		
MAGAZINE REPEATING RAZOR COMPANY *(39th Week on CBS)*	Thursday 8:30–8:55 p.m. *Rebroadcast* *12 mid.–12:25 a.m.* 59 CBS stations ORIGINATES: WABC	Schick Injector Razors and Blades *J. M. Mathes, Inc.*
Duffy's Tavern starring Ed Gardner as "Archie", Shirley Booth, Eddie Green, "Fats" Waller, guest stars		
C. F. MUELLER COMPANY *(133rd Week on CBS)*	Wed., Thurs., Fri. 3:15–3:30 p.m. 11 CBS stations ORIGINATES: WABC	Macaroni Products *Maxon, Inc.*
Mark Hawley and the News		
PACIFIC COAST BORAX CO. *(34th Week on CBS)*	Thursday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 mid.* 59 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Flakes *McCann-Erickson, Inc.*
Death Valley Days *Drama*		
PET MILK SALES CORPORATION *(432nd Week on CBS)*	Saturday 9:45–10:15 p.m. 61 CBS stations ORIGINATES: WABC	Pet Irradiated Milk *Gardner Advertising Company*
Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus		
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 75 CBS stations ORIGINATES: KMOX	

PHILIP MORRIS & COMPANY, LTD. *(290th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 100 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, Inc.*
The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 76 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(383rd Week on CBS)*	Wednesday 9:00–9:30 p.m. 70 CBS stations ORIGINATES: KNX	Ivory Snow *Benton & Bowles, Inc.*
Shirley Temple in Junior Miss *Drama*		Dreft *Blackett-Sample-Hummert*
Ransom Sherman with Martha Tilton and Gordon Jenkins' Orchestra *Variety*	Wednesday 9:30–10:00 p.m. 73 CBS stations ORIGINATES: KNX	Ivory Soap *Compton Advertising, Inc.*
The Story of Mary Marlin *Serial drama*	Mon. thru Fri. 5:00–5:15 p.m. 20 CBS stations ORIGINATES: WABC	Ivory Snow *Benton & Bowles, Inc.*
The Goldbergs *Serial drama*	Mon. thru Fri. 5:15–5:30 p.m. 40 CBS stations	Duz *Compton Advertising, Inc.*
	13 CBS stations ORIGINATES: WABC	Dreft *Blackett-Sample-Hummert*
The O'Neills *Serial drama*	Mon. thru Fri. 5:30–5:45 p.m. 27 CBS stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 58 CBS stations 25 CBC stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 59 CBS stations 26 CBC stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert*

THE PROCTER & GAMBLE CO. *Continued*		
Vic and Sade *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations 17 CBC stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(143rd Week on CBS)*		
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, Ross Graham, and a chorus of mixed voices	Sunday 5:00–5:45 p.m. 60 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
+THE QUAKER OATS COMPANY *(14th Week on CBS)*		
+That Brewster Boy *Drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 66 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(460th Week on CBS)*		
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 79 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
The Bob Hawk Quiz with Vaughn Monroe's Orchestra *Quiz*	Friday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 99 CBS stations ORIGINATES: WABC	
SPEARMINT GUM *(505th Week on CBS)*		
The First Line *Informational series*	Thursday 10:15–10:45 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Scattergood Baines *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 77 CBS stations ORIGINATES: WBBM	

+Program or client not listed in CBS Program Book for February.

E. R. SQUIBB & SONS *(86th Week on CBS)* **Frank Parker** *Songs*	Mon., Wed., Fri. 6:30–6:45 p.m. 50 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(248th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players *Variety*	Sunday 9:00–10:00 p.m. 83 CBS stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
UNITED FRUIT COMPANY *(4th Week on CBS)* **The World Today** *News*	Mon. thru Fri. 6:45–7:00 p.m. 37 CBS stations ORIGINATES: WABC	Bananas *Batten, Barton, Durstine & Osborn, Inc.*
U. S. TOBACCO COMPANY *(352nd Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe E. Howard, MC, Billy M. Greene. Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
COLUMBIA PACIFIC NETWORK		
AMERICAN CHICLE COMPANY *(51st Week on CBS)* **By the Way** with Bill Henry	Tues., Thurs. 5:30–5:45 p.m. PWT Saturday 7:45–8:00 p.m. PWT ORIGINATES: KNX	Chiclets & Dentyne *Badger, Browning & Hersey, Inc.*
BATHASWEET CORPORATION *(125th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
CALIFORNIA PACKING CORP. *(7th Week on CBS)* **William Winter** *News*	Mon. thru Sat. 2:00–2:15 p.m. PWT ORIGINATES: KQW	Del Monte Products *McCann-Erickson, Inc.*
COLONIAL DAMES, INC. *(116th Week on CBS)* **Find the Woman** with Knox Manning	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(353rd Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PWT ORIGINATES: KNX	Jello *Young & Rubicam, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(61st Week on CBS)* **I Was There** *News dramatizations*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(113th Week on CBS)* **Hollywood Showcase**	Monday 9:30–10:00 p.m. PWT ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
LOS ANGELES SOAP COMPANY *(125th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MACFADDEN PUBLICATIONS, INC. *(306th Week on CBS)* **Bob Garred Reporting**	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*
+McKESSON & ROBBINS, INC. *(82nd Week on CBS)* **News**	Mon., Wed. 8:55–9:00 p.m. PWT Sunday 8:25–8:30 p.m. PWT	Calox Toothpowder *J. D. Tarcher & Co., Inc.*
NESBITT FRUIT PRODUCTS, INC. *(9th Week on CBS)* **Bob Garred Reporting**	Saturday 5:45–5:55 p.m. PWT ORIGINATES: KNX	California Orange Drink *Walter K. Neill, Inc.*
PETER PAUL, INC. *(85th Week on CBS)* **Bob Garred Reporting**	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(73rd Week on CBS)* **What's on Your Mind?**	Friday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co.*

+Program or client not listed in CBS Program Book for February.

	Sponsor and Program	Time	Product and Agency
COLUMBIA PACIFIC NETWORK *Continued*	**SOIL OFF MANUFACTURING COMPANY** *(56th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Buchanan & Co.*
	SUNNYVALE PACKING COMPANY *(9th Week on CBS)* **Jane Endicott, reporter** *Serial drama*	Mon., Wed., Fri. 10:45-11:00a.m. PWT ORIGINATES: KNX	Rancho Soups *Lord & Thomas*
	UNION OIL COMPANY *(65th Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Gas and Oil *Lord & Thomas*
COLUMBIA CALIFORNIA NETWORK	**BEKINS VAN AND STORAGE CO.** *(23rd Week on CBS)* **Bill Henry** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	LUDEN'S, INC. *(81st Week on CBS)* **Dave Lane** *Songs*	Tuesday 9:55–10:00p.m. PWT Thursday 9:25–9:30 p.m. PWT ORIGINATES: KNX	Menthol Cough Drops *J. M. Mathes, Inc.*
	SEASIDE OIL COMPANY *(46th Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 5:30–5:55 p.m. PWT ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil *The McCarty Company*
WABC SPONSORED PROGRAMS	**AMERICAN TOBACCO CO.*** *(39th Week on WABC)* **Announcements**	Mon. thru Sat. 12:05–12:07 a.m.	Lucky Strike Cigarettes *Lord & Thomas*
	+THE BARBASOL CO.* *(41st Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Shaving Cream *Erwin Wasey & Co., Inc.*

**In addition to the number of weeks in which the client has used CBS Network facilities.*
+Program or client not listed in CBS Program Book for February.

Client and Program	Time	Product and Agency
B.C. REMEDY COMPANY *(25th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	B.C. *Charles W. Hoyt & Co., Inc.*
BEECH-NUT PACKING COMPANY* *(4th Week on WABC)* **Odd Side of the News**	Tues., Thurs., Sat. 8:25–8:30 a.m.	Beechies Gum and Confections *Newell-Emmett Co.*
BOOK HOUSE FOR CHILDREN *(43rd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Monday 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
BULOVA WATCH COMPANY *(653rd Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
GENERAL BAKING COMPANY* *(23rd Week on WABC)* **Announcements**	Mon. thru Sat. 7:59:45–8:00:45 a.m. 8:13:30–8:14:30 a.m.	Bond Bread *Newell-Emmett Co.*
GRIFFIN MANUFACTURING CO., INC.* *(24th Week on WABC)* **Arthur Godfrey** *Participations*	Tues., Thurs., Sat. 7:00–7:30 a.m.	Shoe Polish, Whitener, and Dressing *Bermingham, Castleman, and Pierce, Inc.*
ILLINOIS MEAT COMPANY *(17th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:30–6:55 a.m.	Broadcast Brand Canned Meats *Arthur Meyerhoff & Co.*
V. LA ROSA & SONS, INC. *(14th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Wed., Thurs., Fri. 8:45–9:00 a.m.	La Rosa "Grade A" Macaroni Products *M. H. Hackett, Inc.*
LEHN AND FINK PRODUCTS CORP.* *(24th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Fri. 7:00–7:30 a.m.	Hind's Honey and Almond Cream *William Esty & Co., Inc.*

**In addition to the number of weeks in which the client has used CBS Network facilities.*

P. LORILLARD COMPANY* *(33rd Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Old Gold Cigarettes *J. Walter Thompson Co., Inc.*
MARLIN FIREARMS COMPANY *(42nd Week on WABC)* **Early Riser's News**	Mon. thru Sat. 6:55–7:00 a.m.	Marlin Razor Blades *Craven & Hedrick, Inc.*
MARYLAND PHARMACEUTICAL CO. *(47th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues., Thurs., Sat. 8:45–9:00 a.m.	Rem and Rel *The Joseph Katz Co.*
MELVILLE SHOE COMPANY *(171st Week on WABC)* **Early Morning News**	Mon., Wed., Fri. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
JOHN MORRELL AND COMPANY *(28th Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Tues., Thurs., Sat. 8:30–8:45 a.m.	Morrell E-Z Cut Ham *Henri, Hurst and McDonald, Inc.*
NEW YORK STATE BUREAU OF MILK PUBLICITY *(50th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Mon. and Wed. 8:45–9:00 a.m.	Milk and Milk Products *J. M. Mathes, Inc.*
PEPSI-COLA COMPANY* *(83rd Week on WABC)* **The Missus Goes A-Shopping** *Quiz*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell Emmett Co.*
QUAKER OATS COMPANY* *(62nd Week on WABC)* **The Aunt Jemima Program**	Mon. thru Sat. 8:15–8:20 a.m.	Aunt Jemima Pancake Flou *Sherman K. Ellis & Co., Inc.*
SELECT THEATRES CORP. *(77th Week on WABC)* **Announcement**	Tues., Fri. 11:58:50 p.m.– 12 mid.	"Sons of Fun" *Blaine-Thompson Co., Inc.*

**In addition to the number of weeks in which the client has used CBS Network facilities.*

†SHEFFIELD FARMS COMPANY, INC. *(2nd Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Tues., Thurs. 8:45–9:00 a.m.	Cottage Cheese *N. W. Ayer & Son, Inc.*
SMITH BROTHERS* *(31st Week on WABC)* **Arthur Godfrey**	Mon., Wed., Fri. 7:30–7:45 a.m.	"SB" Cough Drops and Cough Syrup *J. D. Tarcher & Co., Inc.*
Afternoon News	Tues., Thurs. 3:15–3:30 p.m.	
SOCONY-VACUUM OIL CO., INC.* *(30th Week on WABC)* **Mark Hawley** *News*	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline, Oil, and Specialties *J. Stirling Getchell, Inc.*
John Allen Wolf *News*	Tues., Thurs., Sat. 7:45–8:00 a.m.	
THE STUDEBAKER CORPORATION* *(4th Week on WABC)* **Eric Sevareid** *News*	Tues., Thurs., Sat. 6:00–6:10 p.m.	Institutional *Roche, Williams & Cunnyngham, Inc.*
TERMINAL BARBER SHOPS, INC.* *(4th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Barber Shop Services *Maxon, Inc.*
Woman's Page of the Air with Adelaide Hawley *Participations*	Tuesday 8:45–9:00 a.m.	Beauty Salons *Maxon, Inc.*
WASTE PAPER CONSUMING INDUSTRIES *(25th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:30 a.m.	Paper Conservation *Olian Advertising Co.*
WEST DISINFECTING COMPANY *(34th Week on WABC)* **It Takes a Woman** with Frances Scott	Mon., Wed., Fri. 8:25–8:30 a.m.	CN *Moser & Cotins, Inc.*

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†Program or client not listed in CBS Program Book for February.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 21*
2. DRAMATIC SERIES . . . . . *Page 22*
3. WAR PROGRAMS* . . . . . *Page 22*
4. LIGHT ENTERTAINMENT . . . . . *Page 23*
5. SERIOUS MUSIC . . . . . *Page 24*
6. EDUCATIONAL PROGRAMS . . . . . *Page 25*
7. CHILDREN'S PROGRAMS . . . . . *Page 28*
8. PERSONALITIES . . . . . *Page 28*
9. RELIGIOUS BROADCASTS . . . . . *Page 28*

CBS SHORT WAVE BROADCASTS . . . . . *Page 29*

ADDENDA: FEBRUARY PROGRAMS . . . . . *Page 30*

**The category of National Defense has been eliminated from this program listing. A new category, War Programs, appears. This does not mean that only the programs listed under this heading have to do with the war. It merely means that these are some of the outstanding Columbia network productions devoted exclusively to the war effort.*

News Summaries, Analyses and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Bob Trout and Charles Collingwood from London; William J. Dunn from Batavia; George Foster from Sydney, Australia; John Raleigh from Darwin, Australia; Webb Edwards from Honolulu; Cecil Brown from the Far East; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; Elmer Davis, Edward R. Murrow, Linton Wells, Major George Fielding Eliot, William L. Shirer, Dennis McEvoy and John Daly from New York; Albert Warner, Eric Sevareid and John Purcell from Washington; 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., SATURDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY; The World Tonight, 8:00–8:30 p.m., SUNDAY.

News Summaries: 6:30, 9:00 a.m., 4:45 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Elmer Davis, 8:55–9:00 p.m., SATURDAY AND SUNDAY; Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; 11:00–11:15 p.m. MONDAY, Elmer Davis; TUESDAY, William L. Shirer; WEDNESDAY, Major G. F. Eliot; THURSDAY, Albert Warner; FRIDAY, Edward Murrow.

(See also sponsored news programs.)

NEWS BROADCASTS *Continued*	**Headlines and Bylines** 11:00–11:15 p.m. EACH SUNDAY	In this Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of the war, Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.
DRAMATIC SERIES	**Columbia Workshop** 2:30–2:55 p.m. EACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is producer. MARCH 1: "When the Bough Breaks" by Henry Denker and Ralph Berkey. MARCH 8: "The Test" by Joseph Ruscoll. MARCH 15: "A Child's History of Hot Music" by Ensign B. A. Brown.
	1:35–2:30 p.m. SUNDAY, MARCH 29	The Columbia Workshop presents the debut of Randall Thompson's opera "Solomon and Balkis". This work was commissioned jointly by the Columbia Broadcasting System and the League of Composers and is based on "The Butterfly that Stamped" from the "Just So Stories" by Rudyard Kipling.
WAR PROGRAMS	**Report to the Nation** 9:30–10:00 p.m. EACH TUESDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. Albert Warner is the chief narrator, and the series is produced by Brewster Morgan.
	Spirit of '42 2:00–2:30 p.m. EACH SUNDAY	Broadcast in the interest of the national war effort, this series singles out each week a unit of the Army, Navy or Marines, and, in dramatic form, traces its history and development. Brewster Morgan directs the program, which is written by Willis Cooper.
	Victory Begins at Home 11:00–11:15 a.m. MONDAY, WEDNESDAY, FRIDAY	Using facts secured from authoritative government sources, Arthur Godfrey presents an informative program relating the government's war activities to the lives of every consumer.

PROGRAM AND TIME	DESCRIPTION	
They Live Forever 10:30–11:00 p.m. EACH SUNDAY	A program about American sacrifice, courage, and heroism in the present war. Charles Vanda is the producer and director. Howard Teichman and Jerry Lawrence are the writers. Lyn Murray writes and directs the music.	WAR PROGRAMS
This Is War! 7:00–7:30 p.m. EACH SATURDAY	Directed by Norman Corwin, and sponsored jointly by the four major networks, this series is designed to dramatize and to interpret the wartime resources and activities of the United States to the American people and to the entire world.	
Calling Pan-America 6:15–6:45 p.m. EACH SATURDAY	CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.	
God's Country 11:15–11:30 a.m. EACH SATURDAY	Milton Bacon tells stories of America's small towns and the way of life they represent. Burl Ives sings songs of the region.	
U. S. Marine Band 10:00–10:30 a.m. EACH SATURDAY	Captain William Santelmann conducts the band from the auditorium of the Marine Barracks in Washington.	
What's New At The Zoo? 1:35–2:00 p.m. EACH SUNDAY	John Reed King interviews, on location, the men and women who collect and care for the animal inmates of the Bronx Zoo.	LIGHT ENTERTAINMENT
Matinee at Meadowbrook 4:00–4:30 and 4:35–5:00 p.m. EACH SATURDAY	An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestras of Harry James and Glen Gray during March.	
Sing Along 4:30–4:45 p.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.	

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT *Continued*	**Golden Gate Quartet** **Four Clubmen, Symphonettes** VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.
	The Romance of Latin America 10:30–10:45 p.m. EACH SATURDAY	This program features Alfredo Antonini's orchestra and Olga Coelho's singing. It also presents each week a legend of South America with special music composed by Terig Tucci. Joe Gratz is the writer-director.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for March: Cab Calloway — Hal McIntyre Shep Fields — Harry James Benny Goodman — Henry King Glen Gray — Ray Kinney Guy Lombardo — Vaughn Monroe Tony Pastor
SERIOUS MUSIC	**New York Philharmonic-Symphony Orchestra** 3:00–4:30 p.m. EACH SUNDAY	The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. During March, Eugene Goossens and John Barbarolli conduct. Deems Taylor is intermission commentator.
	Cleveland Orchestra 5:00–6:00 p.m. EACH SATURDAY	WGAR and CBS present the famous Cleveland Orchestra in a weekly series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Kay Halle is program commentator.
	Philharmonic Young People's Concert 11:05–12:00 noon SATURDAY, MARCH 28	The New York Philharmonic-Symphony Orchestra presents concerts especially for young people. Rudolph Ganz is the conductor.
	Eileen Farrell and The Columbia Concert Orchestra 7:30–8:00 p.m. EACH SATURDAY	This young soprano was selected as the most promising of the many singers, who have appeared on the "Songs of the Centuries" program. Howard Barlow and Charles Lichter conduct the orchestra.

SERIOUS MUSIC

Columbia's Weekday Schedule of Fine Music
3:30–4:00 p.m.
MONDAY THRU FRIDAY

This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works for orchestra, standard and little-known concerti, and great songs of all the ages. The participating groups of artists vary:

MONDAYS: "Stars in the Orchestra", devoted to concerti and shorter solo works played by individual members of the Columbia Concert Orchestra, under Howard Barlow's direction.
TUESDAY: Fabien Sevitzky conducts the Indianapolis Symphony Orchestra in a series of programs which will include compositions of American composers in addition to the regular symphonic repertory.
WEDNESDAYS: Keyboard Concerts by well known guest pianists.
THURSDAYS: Cincinnati Conservatory of Music presents orchestral and chamber music ensembles with occasional choruses and vocalists.
FRIDAYS: "British-American Music Series", Charles Lichter playing British music of historic significance and new scores by contemporary American composers.

11:05–11:30 a.m.
EACH SUNDAY

"Milestones in American Music", historic American compositions performed by orchestral, chamber and vocal groups from the Eastman School of Music in Rochester.

From the Organ Loft
9:15–9:45 a.m.
EACH SUNDAY

Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board, representative of the nation's leading educators and publicists, are:

LYMAN BRYSON, chairman
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. GANNON, S.J.
ALVIN S. JOHNSON
HENRY R. LUCE
SPENCER MILLER, JR.
RUTH BRYAN ROHDE
THOMAS V. SMITH
WILLIAM ALLEN WHITE
RAY LYMAN WILBUR
JOSEPH H. WILLITS

School of the Air of the Americas

9:15–9:45 a.m.
(Eastern Time Zone)
2:30–2:55 p.m.
(Central Time Zone)
9:30–10:00 a.m.
(Mountain Time Zone)
1:30–2:00 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its thirteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*

MARCH 2: Teachers.
MARCH 9: Clothing Workers.
MARCH 16: Doctors.
MARCH 23: Nurses.
MARCH 30: Druggists.

TUESDAYS—*Music of the Americas*

MARCH 3: Musical Comedy, Zarzuelas.
MARCH 10: Opera.
MARCH 17: Chamber Music.
MARCH 24: Oratorio.
MARCH 31: Symphonic Compositions.

WEDNESDAYS—*New Horizons: Lands of New World Neighbors*

MARCH 4: Wealth in the Wilderness.
MARCH 11: People of the Morning Light.
MARCH 18: Settlers of the Southern Seaboard.
MARCH 25: Red Men and Blue Grass.

THURSDAYS—*Tales from Far and Near*

MARCH 5: The Fair American.
MARCH 12: Sea-Bird Island.
MARCH 19: The Story of Captain DeKay.
MARCH 26: The Tin Maker Man.

FRIDAYS—*This Living World*

MARCH 6: Mexico and the United States.
MARCH 13: Inter-American Cultural Ties.
MARCH 20: Foreign Trade.
MARCH 27: Inter-American Trade.

Invitation to Learning

11:30–12:00 noon
EACH SUNDAY

This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests.

MARCH 1: Voltaire "Candide".
MARCH 8: Montesquieu "Spirit of the Laws".
MARCH 15: Aesop "Fables" and "La Fontaine".
MARCH 22: Fielding "Tom Jones".
MARCH 29: Audubon "American Character and Scenery".

Columbia's Country Journal 3:00–3:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a weekly round-up of farm news, and interviews distinguished agricultural authorities and leaders.
Spotlight on Asia 4:15–4:30 p.m. EACH MONDAY	With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.
Children Also Are People 4:15–4:30 p.m. EACH WEDNESDAY	Talks by specialists in the field of child guidance.
Highways to Health 4:15–4:30 p.m. EACH THURSDAY	A series of instructive medical talks arranged by the N. Y. Academy of Medicine.
Americans Map the Skies 4:15–4:30 p.m. EACH FRIDAY	Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating life stories of America's great astronomers and their achievements.
Of Men and Books 2:05–2:30 p.m. EACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.
The Golden Page 11:00–11:15 p.m. EACH SATURDAY	John T. Frederick reads from American books, both wise and witty, the words that are the bread and meat of democracy.
Adventures in Science 1:30–1:45 p.m. EACH SATURDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

CHILDREN'S PROGRAMS

Let's Pretend
11:30–12:00 noon
EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

PERSONALITIES

The Garden Gate
9:30–10:00 a.m.
EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects, and advises on gardening in wartime.

Olga Coelho and Burl Ives
10:30–10:45 p.m.
EACH MONDAY

These two outstanding folk singers present to their own guitar accompaniment songs of the people of the twenty-one American republics.

RELIGIOUS BROADCASTS

Church of the Air
10:00–10:30 a.m.
1:00–1:30 p.m.
EACH SUNDAY

The Church of the Air is in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. In March:

MARCH 1: *Morning:* Methodist Service.
Afternoon: Disciples of Christ Service.

MARCH 8: Congregational Service.
Afternoon: Catholic Service.

MARCH 15: *Morning:* Baptist Service.
Afternoon: Jewish Service.

MARCH 22: *Morning:* Presbyterian Service.
Afternoon: Dutch Reform Service.

MARCH 29: *Morning:* Lutheran Service.
Afternoon: Catholic Service.

Wings Over Jordan
10:30–11:00 a.m.
EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty voices.

MARCH 1: P. L. Prattis, Executive Editor of the Pittsburgh Courier.

MARCH 8: Edwin R. Embree, Director of the Julius Rosenwald Fund.

MARCH 15: Isaac Fisher, Director of Research and Publication of the Florida A. & M. College, Tallahassee, Florida.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE

WCBX New York
WCRC New York
WCDA New York

News Broadcasts

In English:
5:30–6:45 a.m., 10:30–10:45 a.m.
2:30–2:45 p.m., 2:45–3:00 p.m.
4:30–4:45 p.m., 6:45–7:00 a.m.

In French:
8:00–8:15 a.m., 8:15–8:30 a.m.
11:00–11:15 a.m., 11:15–11:30 a.m.
2:00–2:15 p.m., 2:15–2:30 p.m.
4:15–4:30 p.m.

In German:
7:00–7:15 a.m., 7:15–7:30 a.m.
10:00–10:15 a.m., 10:15–10:30 a.m., 1:00–1:15 p.m., 1:15–1:30 p.m.
4:00–4:15 p.m.

In Italian:
9:00–9:15 a.m., 9:15–9:30 a.m.
12 noon–12:15 p.m., 12:15–12:30 p.m.
3:00–3:15 p.m., 3:15–3:30 p.m.

In Polish:
12:45–1:00 p.m., 3:45–4:00 p.m.

In Serbo-Croatian:
12:30–12:45 p.m., 3:30–3:45 p.m.

In Dutch:
1:45–2:00 p.m.

In Swedish:
9:30–9:45 a.m., 1:30–1:45 p.m.

In Turkish:
11:45–12 noon

In Arabic:
11:30–11:45 a.m.

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS fifty-kilowatt transmitters, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York
WCRC New York
WCDA New York

News Broadcasts

News in Spanish:
4:00–4:15 p.m., 7:00–7:15 p.m., 6:45–7:00 p.m., 8:45–9:00 p.m., 10:00–10:15 p.m.

News in Portuguese:
4:00–4:15 p.m., 6:45–7:00 p.m., 8:45–9:00 p.m.

News in English:
9:00–9:15 p.m., 10:45–11:00 p.m.

From late afternoon to late evening, WCBX and WCRC direct their powerful beams to Latin America. Recently, WCDA, a fifty-kilowatt companion to WCRC, was placed in operation, adding another link in the continental solidarity of the Americas. CBS news broadcasts to Latin America are in three languages—Spanish, Portuguese, and English.

ADDENDA: FEBRUARY PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of February programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

FEBRUARY 1: Francis Biddle, Attorney General of the United States, spoke on "The Identification Program for Enemy Aliens", 7:15–7:30 p.m.

FEBRUARY 3: Representative Earl Wilson, Republican of Indiana, delivered an address on "The Curfew for Government Workers", 10:15–10:30 p.m.

FEBRUARY 4: Dr. Thomas Parran, Surgeon-General of the United States, discussed the "Wartime Attack on Venereal Disease", 11:30–11:45 p.m.

FEBRUARY 6: Mrs. Mary K. Simkhovitch, President of the National Public Housing Conference, and Leon H. Keyserling, Acting Administrator of the U. S. Housing Authority, delivered talks on "Public Housing Takes Stock", 4:30–4:45 p.m.

FEBRUARY 7: Representative Emanuel Celler, Democrat of New York, delivered a talk on "Censorship", 10:15–10:30 p.m.

FEBRUARY 7: Dr. William D. Coolidge, vice-president of the General Electric Company and member of the National Inventors Council, told "Why Inventions Are Needed in the Current War Crises", 1:30–1:45 p.m.

FEBRUARY 10: Representative Walter Ploeser, Missouri Republican, spoke against the proposed St. Lawrence Seaway, 10:15–10:30 p.m.

FEBRUARY 12: Wendell L. Willkie spoke in connection with the Annual Lincoln Day Dinner of the Middlesex Club of Boston, 11:00–11:30 p.m.

FEBRUARY 13: Senator Claude Pepper, Democrat of Florida, asked the democracies to throw their united strength against the Axis powers, in a talk on "Fighting for Peace", 11:15–11:30 p.m.

FEBRUARY 13: Under Secretary of War Robert P. Patterson announced the organization of the "Army Emergency Fund", in an address from Washington, 10:30–10:45 p.m.

FEBRUARY 14: Norman Thomas, introduced by Harry W. Laidler, spoke under the auspices of the League for Industrial Democracy on "Maximum Production; Warfare and Welfare", 1:45–2:00 p.m.

FEBRUARY 14: Senator Raymond E. Willis, Republican of Indiana, spoke in connection with the Celebration of Lincoln's Birthday, 10:30–10:45 p.m.

FEBRUARY 14: Dr. James T. Shotwell, Chairman of the Commission to Study the Organization of Peace, delivered a talk, "Underwriting the Victory", under the auspices of the Commission, 3:45–4:00 p.m.

FEBRUARY 15: Walter Nash, New Zealand Minister to the United States, spoke from Washington for the Institute of Pacific Relations, 7:15–7:30 p.m.

FEBRUARY 17: Owen Lattimore, personal adviser to Generalissimo Chiang Kai-shek, and Dr. E. N. Van Kleffens, Netherlands Minister of Foreign Affairs, spoke under the auspices of the Institute of Pacific Relations, 10:15–10:45 p.m.

FEBRUARY 17: Miss Gertrude Lawes, author and adviser to the Parent Teachers Association, and Mrs. William Kletzer, President of the National Congress of Parents and Teachers, discussed the topic "Protecting America's Children", 6:30–6:45 p.m.

FEBRUARY 21: Edgar Snow, well-known authority on the Far East, and Mr. W. R. Herod, new President of the United China Relief, discussed the "Purpose and Means of the United China Relief", 1:00–1:15 p.m.

FEBRUARY 21: Paul Seghers, member of the National Association of Cost Accountants, spoke on "Your Federal Income Tax Return", 1:45–2:00 p.m.

FEBRUARY 21: Alexander J. Stoddard discussed "A War Policy for American Schools" in connection with the National Association of School Administrators Convention, 10:15–10:30 p.m.

FEBRUARY 22: Senator Tom Connally, Democrat of Texas, spoke on "George Washington as a Man and a Mason", under the auspices of the Supreme Council of the 33rd Degree Masons, 7:15–7:30 p.m.

FEBRUARY 22: Dr. Clarence Manion, Dean of Law, Notre Dame University, introduced by Timothy P. Galvin, Supreme Master of the Fourth Degree of K. of C., discussed "Service to God and to Country", 12:15–12:30 p.m.

FEBRUARY 28: Senator George T. Aiken, Republican of Vermont, spoke from Washington on "The Consumer's Interest in the Farm Problem", 10:15–10:30 p.m.

FEBRUARY 28: Miss Mary Winslow, advisor for Civic Projects, Coordinator of Inter-American Affairs, discussed "Women in Inter-American Affairs", 1:45–2:00 p.m.

SPECIAL EVENTS

FEBRUARY 3: Allan S. Haywood, Director of the C.I.O., and Mrs. Fay Stephenson, President of the C.I.O. Auxiliary, were the guest speakers on the C.I.O. "Beat Hitler Week" program, 6:30–6:45 p.m.

FEBRUARY 7: Senator Arthur Capper, Republican from Kansas, spoke to the nation on "Boy Scout Week", 1:45–2:00 p.m.

FEBRUARY 7: From the track at the Millrose Games held at the Madison Square Garden, Ted Husing described the "Two-Mile Special", 10:30–10:45 p.m.

FEBRUARY 8: J. Edgar Hoover, Director of the FBI, discussed the "Anniversary of the Founding of the Boy Scout Movement", 7:15–7:30 p.m.

FEBRUARY 9: Ernest O. Hauser, journalist and former research associate for the Institute of Pacific Relations, and Don Brown, former news editor of "The Japanese Advertiser" told what the Japanese are like in their discussion of "The People of Japan", 4:15–4:30 p.m.

FEBRUARY 12: On this American Red Cross Blood Plasma Broadcast the following people were heard: Seaman George Clark, one of the men wounded in Pearl Harbor, Anthony J. Broderick, who gave the record number of ten blood donations, and Harry Marble, announcer, 9:30–9:45 a.m.

FEBRUARY 14: Secretary of the Treasury Henry Morgenthau, Jr., introduced by Herbert R. O'Conner, Governor of Maryland, discussed "Defense Bonds" at the Annual Banquet of the Advertising Club of Baltimore, 10:15–10:30 p.m.

FEBRUARY 21: From the Press Club of the Madison Square Garden, Ted Husing gave a summary of the New York Athletic Club Track Meet, 11:15–11:30 p.m.

FEBRUARY 23: President Franklin D. Roosevelt spoke from the White House to the people of America and to the entire world about the United States' Wartime Activities, 10:00–10:30 p.m.

FEBRUARY 24: Secretary of the Navy Frank Knox spoke from the Dinner of the Navy Relief Society, 10:30–10:45 p.m.

THE COLUMBIA BROADCASTING SYSTEM

Sales and administrative offices: 485 Madison Avenue, New York • 132 Tremont Street, Boston 410 North Michigan Avenue, Chicago • 902 Fisher Building, Detroit • Mart Building St. Louis • 625 Second Avenue, South, Minneapolis • Wilder Building, Charlotte, North Carolina • Earle Building, Washington • Columbia Square, Hollywood • Palace Hotel, San Francisco • 84 Hallam Street, W. 1, London • Cable address, Columbia, New York

CBS PROGRAM BOOK · SPRING, 1942

World Premiere of "Solomon and Balkis"

THE COVER: *The world premiere of "Solomon and Balkis," a one-act opera by Randall Thompson, was broadcast Sunday, March 29, conducted by Howard Barlow. The opera was commissioned jointly by CBS and the League of Composers.*

SPRING, 1942

THE COLUMBIA PROGRAM BOOK

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

April 1, 1942

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All time listed on the following pages is Eastern War Time unless otherwise indicated.

"Weeks on CBS" as of April 1, 1942

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN OIL COMPANY *(193rd Week on CBS)* **The Human Side of the News** by Edwin C. Hill	Mon., Wed., Fri. 6:00–6:10 p.m. 53 CBS stations ORIGINATES: WABC	Amoco Gas American Gas Amoco Motor Oils *The Joseph Katz Company*
AMERICAN TOBACCO COMPANY *(309th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus and guest stars	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 106 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(260th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert*
ARMSTRONG CORK COMPANY *(26th Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstin & Osborn, Inc.*
B. T. BABBITT, INC. *(35th Week on CBS)* **David Harum** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O *Maxon, Inc.*
BAYER COMPANY *(340th Week on CBS)* **Second Husband** with Helen Menken, presented by the Famous Actors' Guild	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert*
BISODOL COMPANY *(478th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 42 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BOWEY'S, INC. *(149th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorensen & Company*
CALIFORNIA FRUIT GROWERS EXCHANGE *(152nd Week on CBS)* **Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 40 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPANA SALES COMPANY *(207th Week on CBS)* **First Nighter** with Barbara Luddy and Les Tremayne *Drama*	Friday 9:30–9:55 p.m. 54 CBS stations ORIGINATES: WBBM	Campana Hand Cream, Campana Balm, Dreskin, Coolies, D.D.D., Old South Toiletries *Aubrey, Moore & Wallace, Inc.*
CAMPBELL SOUP COMPANY *(382nd Week on CBS)* **Bob Burns** *Comedy*	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:30–12:55 a.m.* 65 CBS stations ORIGINATES: KNX	Campbell's Soups *Ruthrauff & Ryan, Inc.*
Amos 'n' Andy *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 62 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans *Ward Wheelock Company*
Lanny Ross *Songs*	Mon. thru Fri. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 58 CBS stations (Mon. and Wed. 57 CBS stations) ORIGINATES: WABC	Campbell's Soups *Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(13th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:15–10:45 p.m. 59 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(178th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(317th Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 61 CBS stations ORIGINATES: WABC	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(137th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 112 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(325th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Saturday 8:00–8:30 p.m. *Rebroadcast 11:00–11:30 p.m.* 73 CBS stations ORIGINATES: ON TOUR	Colgate Dental Cream *Ted Bates, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 69 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products Crystal White *Ted Bates, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast 4:00–4:15 p.m.* 54 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CONTINENTAL BAKING CO., INC. *(378th Week on CBS)* **Maudie's Diary** with MaryAson	Thursday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 47 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*
CURTISS CANDY COMPANY *(79th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 40 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
DOUBLEMINT GUM *(511th Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–7:15 p.m. 68 CBS stations ORIGINATES: KNX	Doublemint Gum *J. Walter Thompson Company*
EMERSON DRUG COMPANY *(100th Week on CBS)* **Vox Pop** with Parks and Wally *Interviews*	Monday 8:00–8:30 p.m. 75 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(131st Week on CBS)* **Take It or Leave It** with Phil Baker, MC; David Ross *Quiz*	Sunday 10:00–10:30 p.m. 76 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*
GENERAL ELECTRIC CO. *(5th Week on CBS)* **Frazier Hunt** *News and comments*	Tues., Thurs., Sat. 6:00–6:15 p.m. *Rebroadcast* *10:45–11:00 p.m.* 51 CBS stations ORIGINATES: WABC	Institutional *Maxon, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL FOODS CORPORATION *(358th Week on CBS)*	Tuesday 9:00–9:30 p.m. *Rebroadcast* *12 mid.–12:30 a.m.* 67 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
Duffy's Tavern starring Ed Gardner as "Archie," Shirley Booth, Eddie Green, Teddy Wilson and his orchestra Comedy		
Kate Smith Hour with Kate Smith, Ted Collins, Jack Miller and his orchestra, and guest stars *Music, comedy, and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12 mid.–12:55 a.m.* 91 CBS stations ORIGINATES: WABC	Grape Nuts, Grape Nuts Flakes *Young & Rubicam, Inc.*
William L. Shirer *News*	Sunday 5:45–6:00 p.m. 55 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 76 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.* Diamond Crystal Salt *Benton & Bowles, Inc.*
Joyce Jordan *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *3:30–3:45 p.m.* 75 CBS stations ORIGINATES: WABC	La France Satina Postum *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast* *7:15–7:30 p.m.* 84 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
We Love and Learn *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 90 CBS stations ORIGINATES: WABC	Grape Nuts Flakes Wheatmeal *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(410th Week on CBS)*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:45–12 noon* 40 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Stories America Loves *Drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *Continued*		
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast 11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WABC	Softasilk *Blackett-Sample-Hummert*
Harvey and Dell *Serial drama*	Mon., Tues., Wed. 9:45–10:00 a.m. 31 CBS stations ORIGINATES: WABC	Gold Medal Flour Bisquick *Blackett-Sample-Hummert*
Thus We Live *Informational series*	Thurs., Fri. 9:45–10:00 a.m. 31 CBS stations ORIGINATES: WBBM, WJSV	Red Cross *Batten, Barton, Durstine & Osborn, Inc.*
GULF OIL CORPORATION *(425th Week on CBS)*		
Gulf Screen Guild Theatre with Roger Pryor, MC, screen stars, Oscar Bradley's orchestra, John Hiestand	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX	Motor Oil and Gas *Young & Rubicam, Inc.*
INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY *(136th Week on CBS)*		
Ginny Simms *Songs*	Friday 9:55–10:00 p.m. 54 CBS stations ORIGINATES: KNX	Kleenex *Lord & Thomas*
INTERNATIONAL SILVER COMPANY *(212th Week on CBS)*		
Silver Theatre Conrad Nagel, Narrator-director, and guest stage and screen stars	Sunday 6:00–6:30 p.m. 60 CBS stations ORIGINATES: KNX	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(136th Week on CBS)*		
Are You a Missing Heir? *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast 11:30–12 mid.* 74 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
A Helping Hand *Drama*	Mon. thru Fri. 4:00–4:15 p.m. 4 CBS stations ORIGINATES: WABC	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHNS-MANVILLE CORPORATION *(35th Week on CBS)* **Elmer Davis** *News*	Mon. thru Fri. 8:55–9:00 p.m. 56 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(52nd Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Tuesday 6:15–6:30 p.m. 65 CBS stations	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(478th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tues. 12:30–12:45 p.m. 36 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert*
LADY ESTHER, LTD. *(434th Week on CBS)* **Freddy Martin and his orchestra** *Popular music*	Monday 10:00–10:30 p.m. 65 CBS stations ORIGINATES: WABC	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(348th Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 70 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap *J. Walter Thompson Company*
Big Town with Edward G. Robinson, Ona Munson, Leith Stevens' Orchestra *Drama*	Thursday 9:30–10:00 p.m. 70 CBS stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 49 CBS stations ORIGINATES: WABC	Lipton's Tea Swan Soap *Young & Rubicam, Inc.*
	Rebroadcast 2:00–2:15 p.m. 10 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LEVER BROTHERS COMPANY *Continued*		
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast 2:15–2:30 p.m.* 61 CBS stations 30 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 71 CBS stations 31 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(492nd Week on CBS)*		
Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle, and the Modernaires	Wed., Thurs., Fri. 10:00–10:15 p.m. 97 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.*
C. F. MUELLER COMPANY *(138th Week on CBS)*		
Mark Hawley and the News	Wed., Thurs., Fri. 3:15–3:30 p.m. 12 CBS stations ORIGINATES: WABC	Macaroni Products *Duane Jones Co.*
PACIFIC COAST BORAX CO. *(39th Week on CBS)*		
Death Valley Days *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast 11:30–12:00 mid.* 59 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips *McCann-Erickson, Inc.*
PET MILK SALES CORPORATION *(437th Week on CBS)*		
Saturday Night Serenade Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 61 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast 1:45–2:00 p.m.* 75 CBS stations ORIGINATES: KMOX	

Client and Program	Time	Product and Agency
PHILIP MORRIS & COMPANY, LTD. *(295th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast 11:30 p.m.–12 mid.* 100 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company, Inc.*
The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast 11:00–11:25 p.m.* 76 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(388th Week on CBS)*	Wednesday 9:00–9:30 p.m. 70 CBS stations ORIGINATES: KNX	Ivory Snow *Benton & Bowles, Inc.* Dreft *Blackett-Sample-Hummert*
Shirley Temple in Junior Miss *Drama*		
Ransom Sherman with Martha Tilton and Gordon Jenkins' Orchestra *Variety*	Wednesday 9:30–10:00 p.m. 73 CBS stations ORIGINATES: KNX	Ivory Soap *Compton Advertising, Inc.*
The Goldbergs *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 56 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 58 CBS stations 25 CBC stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 58 CBS stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE PROCTER & GAMBLE CO. *Continued*		
Vic and Sade *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 45 CBS stations ORIGINATES: WBBM	Crisco *Compton Advertising, Inc.*
Road of Life *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 25 CBS stations ORIGINATES: WBBM	Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(148th Week on CBS)*		
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and a chorus of mixed voices	Sunday 5:00–5:45 p.m. 60 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(19th Week on CBS)*		
That Brewster Boy *Drama*	Wednesday 7:30–8:00 p.m. *Rebroadcast 12:00 mid.–12:30 a.m.* 67 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(465th Week on CBS)*		
Blondie with Penny Singleton and Arthur Lake *Domestic comedy*	Monday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 79 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
The Bob Hawk Quiz with Vaughn Monroe's Orchestra *Quiz*	Friday 7:30–8:00 p.m. *Rebroadcast 10:30–11:00 p.m.* 99 CBS stations ORIGINATES: WABC	
SPEARMINT GUM *(510th Week on CBS)*		
The First Line *Informational series*	Thursday 10:15–10:45 p.m. 69 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Scattergood Baines *Serial drama*	Mon. thru Fri. 5:45–6:00 p.m. 77 CBS stations ORIGINATES: WBBM	

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
E. R. SQUIBB & SONS *(91st Week on CBS)* **Frank Parker** *Songs*	Mon., Wed., Fri. 6:30–6:45 p.m. 50 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(253rd Week on CBS)* **Texaco Star Theatre** starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra and the Texaco Workshop Players *Variety*	Sunday 9:00–10:00 p.m. 85 CBS stations 11 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
UNITED FRUIT COMPANY *(9th Week on CBS)* **The World Today** *News*	Mon. thru Fri. 6:45–7:00 p.m. 37 CBS stations ORIGINATES: WABC	Bananas *Batten, Barton, Durstine & Osborn, Inc.*
U. S. TOBACCO COMPANY *(357th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
COLUMBIA PACIFIC NETWORK		
BATHASWEET CORPORATION *(130th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Bathasweet Products *H. M. Kiesewetter Advertising Agency*
+BROWN & WILLIAMSON TOBACCO CORPORATION **+Harry W. Flannery** *News analyst*	Saturday 5:30–5:45 p.m. PWT ORIGINATES: KNX	Avalon Cigarettes *Russell M. Seeds Co.*
CALIFORNIA PACKING CORP. *(12th Week on CBS)* **William Winter** *News*	Mon. thru Sat. 2:00–2:15 p.m. PWT ORIGINATES: KQW	Del Monte Products *McCann-Erickson, Inc.*
+CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(3rd Week on CBS)* **Dick Joy and the News** *News analyst*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes *Long Advertising Service*

+Program or client not listed in previous CBS Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLONIAL DAMES, INC. *(121st Week on CBS)* **Find the Woman** with Knox Manning	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
+J. A. FOLGER & COMPANY **+America's Home Front** *Informational series*	Tuesday 5:15–5:30 p.m. PWT ORIGINATES: KNX	Folgers Coffee *Raymond R. Morgan Company*
+GALLENKAMP STORES COMPANY **Dick Joy and the News** *News analyst*	Sunday 11:55–12:00 noon PWT ORIGINATES: KNX	Gallenkamp's Shoes *Long Advertising Service*
GENERAL FOODS CORPORATION *(358th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PWT ORIGINATES: KNX	Jello *Young & Rubicam, Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(66th Week on CBS)* **I Was There** *News dramatizations*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(118th Week on CBS)* **Hollywood Showcase**	Monday 9:30–10:00 p.m. PWT ORIGINATES: KNX	Marvelous Cosmetics *Benton & Bowles, Inc.*
LOS ANGELES SOAP COMPANY *(130th Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co*
MACFADDEN PUBLICATIONS, INC. *(311th Week on CBS)* **Bob Garred Reporting**	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*
McKESSON & ROBBINS, INC. *(87th Week on CBS)* **Dick Joy and the News** *News analyst*	Mon., Wed. 8:55–9:00 p.m. PWT Sunday 8:25–8:30 p.m. PWT	Calox Toothpowder *J. D. Tarcher & Co., Inc.*

+Program or client not listed in previous CBS Program Book.

	CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA PACIFIC NETWORK *Continued*	+MODE O'DAY CORPORATION **Knox Manning** *News* (Starts April 12)	Sunday 5:45–5:55 p.m. PWT	Mode O'Day Products *Glasser, Gailey & Company*
	NESBITT FRUIT PRODUCTS, INC. *(14th Week on CBS)* **Bob Garred Reporting**	Saturday 5:45–5:55 p.m. PWT ORIGINATES: KNX	California Orange Drink *Walter K. Neill, Inc.*
	PETER PAUL, INC. *(90th Week on CBS)* **Bob Garred Reporting**	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mounds Candy Ten Crown Gum *Brisacher, Davis & Staff*
	PLANTERS NUT AND CHOCOLATE COMPANY *(78th Week on CBS)* **What's on Your Mind?**	Friday 6:00–6:30 p.m. PWT ORIGINATES: KNX	Planters Salted Peanuts Planters Peanut Oil *Raymond R. Morgan Co*
	SOIL OFF MANUFACTURING COMPANY *(61st Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Buchanan & Co.*
	SUNNYVALE PACKING COMPANY *(14th Week on CBS)* **Jane Endicott, reporter** *Serial drama*	Mon., Wed., Fri. 10:45-11:00a.m.PWT ORIGINATES: KNX	Rancho Soups *Lord & Thomas*
	UNION OIL COMPANY *(70th Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Gas and Oil *Lord & Thomas*
COLUMBIA CALIFORNIA NETWORK	BEKINS VAN AND STORAGE CO. *(28th Week on CBS)* +**Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
	+GOLDEN STATE COMPANY LTD. **Dave Lane** *Songs*	Mon., Wed., Fri. 3:00–3:15 p.m. PWT ORIGINATES: KNX	Golden-V Vitamin Milk *Ruthrauff & Ryan Inc.*

+Program or client not listed in previous CBS Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLUMBIA CALIFORNIA NETWORK		
LUDEN'S, INC. *(86th Week on CBS)* **Dave Lane** *Songs*	Tuesday 9:55–10:00 p.m. PWT Thursday 9:25–9:30 p.m. PWT ORIGINATES: KNX	Menthol Cough Drops *J. M. Mathes, Inc.*
SEASIDE OIL COMPANY *(51st Week on CBS)* **Seaside Spelling Bee Liner**	Sunday 5:30–5:55 p.m. PWT ORIGINATES: KNX	Seaside Ethyl Gasoline and Silverol Motor Oil *The McCarty Company*
WABC SPONSORED PROGRAMS		
AMERICAN TOBACCO CO.* *(44th Week on WABC)* **Announcements**	Mon. thru Sat. 12:05–12:07 a.m.	Lucky Strike Cigarettes *Lord & Thomas*
THE BARBASOL CO.* *(45th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:45 a.m.	Shaving Cream *Erwin Wasey & Co., Inc.*
B.C. REMEDY COMPANY *(30th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:45 a.m.	B.C. *Charles W. Hoyt & Co., Inc.*
BEECH-NUT PACKING COMPANY* *(9th Week on WABC)* **Odd Side of the News**	Tues., Thurs., Sat. 8:25–8:30 a.m.	Beechies Gum and Confections *Newell-Emmett Co.*
BOOK HOUSE FOR CHILDREN *(48th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Monday 8:45–9:00 a.m.	Book House *Presba, Fellers & Presba, Inc.*
BULOVA WATCH COMPANY *(658th Week on WABC)* **Time Signals**	Sun. thru Sat. 10 Times Daily	Bulova Watches *The Biow Company*
†EATON PAPER CORP. *(3rd Week on WABC)* **Arthur Godfrey** *Participations*	Tues., Thurs., Fri. 7:00–7:45 a.m.	"Eaton's Highland" Writing Paper *Grey Advertising Agency Inc.*

**In addition to the number of weeks in which the client has used CBS Network facilities.*
†Program or client not listed in previous CBS Program Book.

	TIME	PRODUCT AND AGENCY
†I. J. FOX* *(70th Week on WABC)* **Announcements**	Tues., thru Sun. 1:00–2:00 a.m.	Furs
GENERAL BAKING COMPANY* *(28th Week on WABC)* **Announcements**	Mon. thru Sat. 8:00–8:00:40 a.m. 8:13:30–8:14:30 a.m.	Bond Bread *Newell-Emmett Co.*
GRIFFIN MANUFACTURING CO., INC.* *(29th Week on WABC)* **Arthur Godfrey** *Participations*	Tues., Thurs., Sat. 7:00–7:45 a.m.	Shoe Polish, Whitener, and Dressing *Bermingham, Castleman and Pierce, Inc.*
ILLINOIS MEAT COMPANY *(22nd Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 6:30–6:55 a.m.	Broadcast Brand Canned Meats *Arthur Meyerhoff & Co.*
V. LA ROSA & SONS, INC. *(19th Week on WABC)* **Woman's Page of the Air** with Adelaide Hawley *Participations*	Wed., Thurs., Fri. 8:45–9:00 a.m.	La Rosa "Grade A" Macaroni Products *M. H. Hackett, Inc.*
P. LORILLARD COMPANY* *(38th Week on WABC)* **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:45 a.m.	Old Gold Cigarettes *J. Walter Thompson Co., Inc.*
MARLIN FIREARMS COMPANY *(47th Week on WABC)* **Early Riser's News**	Mon. thru Sat. 6:55–7:00 a.m.	Marlin Razor Blades *Craven & Hedrick, Inc.*
MELVILLE SHOE COMPANY *(176th Week on WABC)* **Early Morning News**	Mon., Wed., Fri. 7:45–8:00 a.m.	Thom McAn Shoes *Neff-Rogow, Inc.*
†MUTUAL BENEFIT HEALTH AND ACCIDENT ASSOCIATION **Arthur Godfrey** *Participations*	Mon. thru Sat. 7:00–7:45 a.m.	Health and Accident Policies *M. H. Hackett, Inc.*

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†Program or client not listed in previous CBS Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PEPSI-COLA COMPANY* *(88th Week on WABC)*	Mon., Wed., Fri. 8:30–8:45 a.m.	Pepsi-Cola *Newell Emmett Co.*
The Missus Goes A-Shopping *Quiz*		
SHEFFIELD FARMS COMPANY, INC. *(7th Week on WABC)*	Tues., Thurs. 8:45–9:00 a.m.	Cottage Cheese *N. W. Ayer & Son, Inc.*
Woman's Page of the Air with Adelaide Hawley *Participations*		
SOCONY-VACUUM OIL CO., INC.* *(35th Week on WABC)*	Mon. thru Sat. 10:45–11:00 p.m.	Gasoline, Oil, and Specialties *J. Stirling Getchell, Inc.*
Mark Hawley *News*		
John Allen Wolf *News*	Tues., Thurs., Sat. 7:45–8:00 a.m.	
THE STUDEBAKER CORPORATION* *(9th Week on WABC)*	Mon., Wed., Fri. 6:10–6:15 p.m. Sunday 12:00–12:15 p.m.	Institutional *Roche, Williams & Cunnyngham, Inc.*
Eric Sevareid *News*		
TERMINAL BARBER SHOPS, INC.* *(9th Week on WABC)*	Mon. thru Sat. 7:00–7:45 a.m.	Barber Shop Services *Maxon, Inc.*
Arthur Godfrey *Participations*		
Woman's Page of the Air with Adelaide Hawley *Participations*	Tuesday 8:45–9:00 a.m.	Beauty Salons *Maxon, Inc.*
WASTE PAPER CONSUMING INDUSTRIES *(30th Week on WABC)*	Mon. thru Sat. 7:00–7:45 a.m.	Paper Conservation *Olian Advertising Co.*
Arthur Godfrey *Participations*		
WEST DISINFECTING COMPANY *(39th Week on WABC)*	Mon., Wed., Fri. 8:25–8:30 a.m.	CN *Moser & Cotins, Inc.*
It Takes a Woman with Frances Scott		

*In addition to the number of weeks in which the client has used CBS Network facilities.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting,* and *balanced.* These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 21*
2. DRAMATIC SERIES . . . . . *Page 22*
3. WAR PROGRAMS . . . . . *Page 22*
4. LIGHT ENTERTAINMENT . . . . . *Page 23*
5. SERIOUS MUSIC . . . . . *Page 24*
6. EDUCATIONAL PROGRAMS . . . . . *Page 26*
7. CHILDREN'S PROGRAMS . . . . . *Page 28*
8. PERSONALITIES . . . . . *Page 28*
9. RELIGIOUS BROADCASTS . . . . . *Page 28*

CBS SHORT WAVE BROADCASTS . . . . . *Page 29*

SPECIAL BROADCASTS: MARCH . . . . . *Page 30*

News Summaries, Analyses and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Edward R. Murrow, Bob Trout and Charles Collingwood from London; William J. Dunn from Melbourne, Australia; George Foster from Sydney, Australia; John Raleigh from Darwin, Australia; Webley Edwards from Honolulu; Larry Lesueur from Russia: Howard K. Smith from Berne; Bernard Valery from Stockholm: Edward Chorlian from Cairo; Winston Burdett from Ankara; Herbert Clark from Buenos Aires; Elmer Davis, Cecil Brown, Linton Wells, Major George Fielding Eliot, William L. Shirer, John Daly from New York; Albert Warner, Eric Sevareid and John Purcell from Washington; 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., SATURDAY: 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 10:45–11:00 p.m., MONDAY THRU SATURDAY; The World Tonight, 8:00–8:30 p.m., SUNDAY.

News Summaries: 6:30, 9:00 a.m., 4:45 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Elmer Davis, 8:55–9:00 p.m., SATURDAY AND SUNDAY; Linton Wells, 12:00–12:05 a.m., MONDAY THRU SATURDAY; 11:00–11:15 p.m. MONDAY, Elmer Davis; TUESDAY, William L. Shirer; WEDNESDAY, Major G. F. Eliot; THURSDAY, Albert Warner; FRIDAY, Bob Trout.

(See also sponsored news programs.)

Headlines and Bylines

11:00–11:15 p.m.

EACH SUNDAY

In this period, Major George Fielding Eliot stresses the military aspects of the war, Albert Warner describes the Washington scene, and Warren Sweeney reviews the week's news.

DRAMATIC SERIES	**Columbia Workshop** 2:30–2:55 p.m. EACH SUNDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is the producer. APRIL 5: "Miracle of the Danube" by Maxwell Anderson. Charles Vanda directs. APRIL 12: "He Shoulda Stood in Elba" by Ralph Tolleris. APRIL 19: "Play Ball" by Lou Hazam. Earl McGill directs. APRIL 26: "Looking for Susie" by Fifi Garbat and Carol Warner. Guy Della-Cioppa directs.
	4:30–5:00 p.m. EACH SUNDAY *(Starts May 31)*	Previously performed Workshop productions of unusual interest and merit are presented in a summer series of Columbia Workshop Revivals.
WAR PROGRAMS	**Report to the Nation** 9:30–10:00 p.m. EACH TUESDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. Albert Warner is the chief narrator, and the series is produced by Brewster Morgan.
	Spirit of '42 2:00–2:30 p.m. EACH SUNDAY	Concerts given by the Navy, Marine, and Army Bands are broadcast each week with brief addresses by high-ranking officers.
	Victory Begins at Home 11:00–11:15 a.m. MONDAY, WEDNESDAY, FRIDAY	Using facts secured from authoritative government sources, Arthur Godfrey presents an informative program relating the government's war activities to the lives of every consumer.
	They Live Forever 10:30–11:00 p.m. EACH SUNDAY	A program about American sacrifice, courage, and heroism in the present war. Charles Vanda is the producer and director. Howard Teichman and Jerry Lawrence are the writers. Lyn Murray writes and directs the music.
	Calling Pan-America 6:15–6:45 p.m. EACH SATURDAY	CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.

PROGRAM AND TIME	DESCRIPTION
This Is War! 7:00–7:30 p.m. EACH SATURDAY *(Ends May 2)*	Directed by Norman Corwin, and sponsored jointly by the four major networks, this series is designed to dramatize and to interpret the wartime resources and activities of the United States to the American people and to the world.
Women in War 7:00–7:30 p.m. EACH SATURDAY *(Starts May 9)*	Produced by the CBS Hollywood studios, this program is designed to give a clear and inspiring picture of women's effort in the war program.
God's Country 11:15–11:30 a.m. EACH SATURDAY	Milton Bacon tells stories of America's small towns and the way of life they represent. Burl Ives sings songs of the region.
F.O.B. 3:30–4:00 p.m. EACH SATURDAY	WJR and CBS present a program of music by the WJR orchestra, songs by the WJR chorus, and a report by a leading industrial leader on the progress Detroit is making in the production of war material.
U. S. Marine Band 10:00–10:30 a.m. EACH SATURDAY	Captain William Santelmann conducts the band from the auditorium of the Marine Barracks in Washington.
The United States' War Aims 6:15–6:30 p.m. EACH THURSDAY *(Starts April 2)*	What we are fighting for is discussed by notable speakers in a series of six weekly programs arranged at the request of the War Department and designed to make our fighting men the best informed in the world. APRIL 2: Edward R. Murrow, "The Road to War"; APRIL 9: Leigh White, "The War to Date"; APRIL 16: William L. Shirer, "Your Enemies, the Fascists"; APRIL 23: Quentin Reynolds, "Our Allies, Your Comrades in Arms"; APRIL 30: Herbert Agar, "What We Are Fighting For"; MAY 7: Sergeant Alvin C. York, "A Freedom Worth Fighting For".
What's New At The Zoo? 1:35–2:00 p.m. EACH SUNDAY	John Reed King interviews, on location, the men and women who collect and care for the animal inmates of the Bronx Zoo.

WAR PROGRAMS

LIGHT ENTERTAIN-MENT

	PROGRAM AND TIME	DESCRIPTION
LIGHT ENTERTAINMENT *Continued*	**Matinee at Meadowbrook** 4:00–4:30 and 4:35–5:00 p.m. EACH SATURDAY	An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestra of Glen Gray.
	Sing Along 5:30–5:45 p.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.
	Vera Barton 6:30–6:45 p.m. TUESDAY AND THURSDAY	Miss Barton, young song stylist, is featured in a series of programs of popular songs. Walter Gross conducts the orchestra.
	Golden Gate Quartet **Four Clubmen, Symphonettes** VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.
	The Romance of Latin America 10:30–10:45 p.m. EACH MONDAY	This program features Alfredo Antonini's orchestra and Olga Coelho's singing. It also presents each week a legend of South America with special music composed by Terig Tucci. Joe Gratz is the writer-director.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening.
SERIOUS MUSIC	**New York Philharmonic-Symphony Orchestra** 3:00–4:30 p.m. EACH SUNDAY *(Ends April 19)*	The New York Philharmonic-Symphony Orchestra, broadcasting for the twelfth consecutive year on CBS, is celebrating its centennial season. Bruno Walter and John Barbarolli conduct. Deems Taylor is intermission commentator.
	Columbia Broadcasting Symphony 3:00–4:30 p.m. EACH SUNDAY *(Starts April 26)*	Howard Barlow, brilliant conductor, brings back the Columbia Broadcasting Symphony for its seventh series of summer concerts.
	Cleveland Orchestra 5:00–6:00 p.m. EACH SATURDAY	WGAR and CBS present the famous Cleveland Orchestra in a weekly series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Kay Halle is program commentator.

PROGRAM AND TIME	DESCRIPTION
Philharmonic Young People's Concert 11:05–12:00 noon SATURDAY, APRIL 18	The New York Philharmonic-Symphony Orchestra presents a concert especially for young people. Rudolph Ganz is the conductor.
Budapest String Quartet 5:00–6:00 p.m. EACH SATURDAY *(Starts April 25)*	From the Library of Congress in Washington, D. C., CBS airs these programs of chamber music by this famed instrumental group.
Columbia's Weekday Schedule of Fine Music 3:30–4:00 p.m. SUNDAY THRU SATURDAY	This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works, standard and little-known concerti, and great songs of all the ages. SUNDAYS: 11:05 to 11:30 a.m., April 5–May 3, Milestones in American Music; May 10–June 28, Vera Brodsky, pianist. MONDAYS: 3:30 to 4:00 p.m., April 6, Stars in the Orchestra, Vera Brodsky, pianist; April 13–April 27, League of Composers with the Columbia Concert Orchestra, Howard Barlow conducting; May 4, Columbia Concert Orchestra conducted by Francisco Mignone; May 11–May 25, One-act operas, Bernard Herrmann conducting; June 1–June 29, Compositions with voice, Bernard Herrmann conducting. TUESDAYS: 3:30 to 4:00 p.m., April 7–April 21, Eileen Farrell, Robert Nicholson, with the Deutsch Ensemble; April 28–June 30, Navy Band. WEDNESDAYS: 3:30 to 4:00 p.m., April 8–April 22, Keyboard Concert Series; April 29–July 1, Eileen Farrell and Columbia Concert Orchestra, Howard Barlow conducting. THURSDAYS: 3:30 to 4:00 p.m., April 9–May 28, Cincinnati Conservatory of Music; June 4–July 2, Keyboard Concerts. FRIDAYS: 3:30 to 4:00 p.m., April 11–July 3, British-American Festival Series, Bernard Herrmann conducting. SATURDAYS: 5:00 to 5:30 p.m., June 6–July 4, The Columbia String Orchestra.

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *Continued*	**From the Organ Loft** 9:15–9:45 a.m. EACH SUNDAY	Famous organist Julius Mattfeld in Columbia's well known series of organ recitals with a vast repertory of works for the instrument.
EDUCATIONAL PROGRAMS	**CBS ADULT EDUCATION BOARD**	"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board are representative of the nation's leading educators and publicists.
	School of the Air of the Americas 9:15–9:45 a.m. (Eastern Time Zone) 2:30–2:55 p.m. (Central Time Zone) 9:30–10:00 a.m. (Mountain Time Zone) 1:30–2:00 p.m. (Pacific Time Zone) MONDAY THRU FRIDAY (These programs suspend for the summer April 24, and they will be resumed October 5.)	The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its thirteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series. MONDAYS—*Americans at Work* APRIL 6: Waterpower Workers. APRIL 13: Forest Rangers. APRIL 20: Coastguards. TUESDAYS—*Music of the Americas* APRIL 7: Symphonic Compositions. APRIL 14: The Abstract Modernists. APRIL 21: A Résumé and Speculation on the Future. WEDNESDAYS—*New Horizons: Lands of New World Neighbors* APRIL 8: The Lone Star Rises. APRIL 15: Gateway to the Setting Sun. APRIL 22: Wheels Roll Westward. THURSDAYS—*Tales from Far and Near* APRIL 9: The Kid from Tomkinsville. APRIL 16: To be announced. APRIL 23: Oscar, the Trained Seal and Oscar in the Hospital. FRIDAYS—*This Living World* APRIL 10: The Americas and the Far East. APRIL 17: The European Struggle. APRIL 24: The World to Come.

PROGRAM AND TIME	DESCRIPTION
Invitation to Learning 11:30–12:00 noon EACH SUNDAY	This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests. APRIL 5: Doyle "Sherlock Holmes". APRIL 12: Horace "Odes and Satires". APRIL 19: Rabelais "Gargantua and Pantagruel". APRIL 26: Descartes "Discourse on Method". MAY 3: James "Turn of the Screw". MAY 10: Bible "Psalms". MAY 17: Ibsen "Wild Duck". MAY 24: Rousseau "Social Contract". MAY 31: U. S. Grant "Memoirs".
The People's Platform 8:30–8:55 p.m. EACH THURSDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.
Columbia's Country Journal 3:00–3:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a roundup of farm news, and interviews distinguished agricultural authorities and leaders. From Washington, Charles Worcester summarizes the week's agricultural news.
Spotlight on Asia 4:15–4:30 p.m. EACH MONDAY	With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.
Living History 4:15–4:30 p.m. EACH TUESDAY	An outstanding historian is invited to the microphone to discuss and interpret recent happenings in terms of the past history.
Children Also Are People 4:15–4:30 p.m. EACH WEDNESDAY	Weekly talks are presented by specialists in the field of child guidance.
Highways to Health 4:15–4:30 p.m. EACH THURSDAY	A series of instructive medical talks arranged by the N. Y. Academy of Medicine.

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS *Continued*	**Exploring Space** 4:15–4:30 p.m. EACH FRIDAY	Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating life stories of America's great astronomers and their achievements.
	Of Men and Books 2:05–2:30 p.m. EACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.
	Adventures in Science 1:30–1:45 p.m. EACH SATURDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
CHILDREN'S PROGRAMS	**Let's Pretend** 11:30–12:00 noon EACH SATURDAY 1:00–1:30 p.m. SATURDAY, APRIL 18 ONLY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.
PERSONALITIES	**The Garden Gate** 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects, and advises on gardening in wartime. Washington reports on the War Garden Drive.
	Olga Coelho and Burl Ives 10:30–10:45 p.m. EACH FRIDAY	These two outstanding folk singers present to their own guitar accompaniment songs of the people of the twenty-one American republics.
RELIGIOUS BROADCASTS	**Church of the Air** 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. The pulpit of Columbia's Church of the Air is available, impartially, to all religious faiths in America, and speakers who use this pulpit enjoy freedom of expression, so long as their messages in no way attack the religious faith of others.
	Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals presents talks by outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which also features the 30 voice Wings Over Jordan Choir.

PROGRAM AND TIME	DESCRIPTION	
News and News Features In English: 6:30–6:45 a.m., 6:45–7:00 a.m. 2:30–2:45 p.m., 2:45–3:00 p.m. 4:30–4:45 p.m. In French: 8:00–8:15 a.m., 8:15–8:30 a.m. 11:00–11:15 a.m., 11:15–11:30 a.m. 2:00–2:15 p.m., 2:15–2:30 p.m. 4:15–4:30 p.m. In German: 7:00–7:15 a.m., 7:15–7:30 a.m. 10:00–10:15 a.m., 10:15–10:30 a.m. 1:00–1:15 p.m., 1:15–1:30 p.m. 4:00–4:15 p.m. In Italian: 9:00–9:15 a.m., 9:15–9:30 a.m. 12:00 noon–12:15 p.m., 12:15–12:30 p.m. 3:00–3:15 p.m., 3:15–3:30 p.m. In Polish: 12:45–1:00 p.m., 3:45–4:00 p.m. In Serbo-Croatian 12:30–12:45 p.m., 3:30–3:45 p.m. In Dutch: 1:30–1:45 p.m. In Swedish: 9:45–10:00 a.m., 1:45–2:00 p.m. In Turkish: 11:45–12:00 noon In Arabic: 11:30–11:45 a.m.	News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS transmitters, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.	**SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE NEAR EAST** *WCBX New York* *WCRC New York* *WCDA New York*
News and News Features In Spanish: 4:00–4:15 p.m., 6:45–7:00 p.m. 7:00–7:15 p.m., 8:45–9:00 p.m. 10:00–10:15 p.m. In Portuguese: 4:00–4:15 p.m., 6:45–7:00 p.m. 8:45–9:00 p.m. In English: 9:00–9:15 p.m., 10:45–11:00 p.m.	From late afternoon to late evening, WCBX, WCRC, and WCDA direct their powerful beams to Latin America. These broadcasts, in Spanish and Portuguese, bring to Columbia's new Network of the Americas—Cadenas de las Americas—a growing parade of the best entertainment in the hemisphere. News leads off Columbia's Latin American broadcasting each day, and other news and news-feature periods are transmitted throughout the evening.	**SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA** *WCBX New York* *WCRC New York* *WCDA New York*

SPECIAL BROADCASTS: MARCH

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of March programs which were arranged too late for inclusion in the last issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

MARCH 1: Miss Irene Ward, chairman of the British Woman Power Committee, and Dr. Lena M. Phillips spoke on the Eighth Annual Observance of International Day of International Federation of Business and Professional Women, 7:15–7:30 p.m.

MARCH 1: Assistant Secretary of War John J. McCloy spoke on "The Army Seeks Officers", from Washington, 12:15–12:30 p.m.

MARCH 3: Senator Edwin C. Johnson, under the auspices of World Peaceways, Inc., delivered an address on "A People's War and Peace", 10:30–10:45 p.m.

MARCH 5: Floyd B. Odlum spoke in connection with the annual dinner of the Greater New York Safety Council on the topic "Safety Speeds Victory", 11:15–11:30 p.m.

MARCH 6: Henry F. Pringle, Acting Assistant Director, Bureau of Production, Office of Facts and Figures, spoke on "The Strategy of Truth" before the National Council of Women of the U. S. Inc., 4:30–4:45 p.m.

MARCH 7: Miss Julia C. Stimson, chairman of the Nursing Council on National Defense, discussed the need for recruitment of student nurses, 1:25–1:30 p.m.

MARCH 7: Mrs. L. Frissell, Miss Mildred Lynn, and Dr. Henry Darlington spoke on "Salvage for the Defense Program", 11:05–11:15 a.m.

MARCH 7: C. A. Barnett, Director of Associated National Press and William I. Bibson, Managing Editor of Afro-American Newspaper discussed the National Negro Newspaper Week, 10:15–10:30 p.m.

MARCH 7: Mr. Joseph T. Higgins, Collector of Internal Revenue, Third District of New York, spoke on "Your Income Tax", 1:45–2:00 p.m.

MARCH 8: Sir Girja Shankar Bajpai, Agent General of the Government of India in U. S., spoke under the auspices of the Institute for Pacific Relations, 7:15–7:30 p.m.

MARCH 10: Senator James E. Murray discussed the problems of small business in these times under the auspices of the American Business Congress, 10:30–10:45 p.m.

MARCH 14: Celebrating the 13th Anniversary of the Camp Fire Girls of America, Vincent Price and a supporting cast dramatized the work of this group, 1:15–1:30 p.m.

MARCH 14: Miss Erika Mann, daughter of Thomas Mann, spoke on "Music in Wartime" in reply to Deems Taylor's Philharmonic broadcast of February 22, 10:15–10:30 p.m.

MARCH 14: Dr. Hu Shih, Ambassador of the Chinese Republic to the United States, spoke on "China, Too, Is Fighting to Preserve a Way of Life", at the Annual Joint Luncheon of the High School Teachers Association of New York City, 2:30–3:00 p.m.

MARCH 17: Mrs. Carmel Snow, Editor of Harper's Bazaar spoke on "Women's Fashions in Wartime", 6:30–6:45 p.m.

MARCH 21: L. W. Tomarkin, National Chairman and Founder of the Legion of Alien Volunteer Blood Donors for the American Red Cross, discussed "Alien Physicians Blood Donors Day", 2:50–3:00 p.m.

MARCH 21: Under Secretary of the Navy James V. Forrestall and Vice Admiral S. M. Robinson, Chief of Procurement and Material, delivered talks on "The Navy's Production Needs", 10:15–10:30 p.m.

MARCH 23: Attorney General Francis Biddle discussed the subject "Internal Tolerance", from the Mayflower Hotel in Washington, 10:30–10:45 p.m.

MARCH 24: Representative Charles I. Faddis, Democrat of Pennsylvania, delivered an address on "The Shortage of Scrap Iron in the United States", 10:30–10:45 p.m.

MARCH 28: Dr. H. V. Evatt, Attorney General and Minister for External Affairs in Australian Government, spoke from the Overseas Writers Banquet. He was introduced by Barret Never, President of the Overseas Writers Club, 10:15–10:30 p.m.

MARCH 29: Edward R. Murrow, Chief of the CBS Foreign Correspondents, introduced Ambassador John G. Winant, who spoke about conditions in England, 7:15–7:30 p.m.

SPECIAL EVENTS

MARCH 9: President Roosevelt, Vice President Wallace, and Secretary of Agriculture Wickard spoke to farmers and to consumers of farm products on "Speeding Wartime Farm Production", 9:45–10:03 p.m.

MARCH 10: Ed (Archie) Gardner, George Jessel, Sophie Tucker, and Dinah Shore were heard in a network preview of the Navy Relief Show in New York's Madison Square Garden, 11:30–12:00 midnight.

MARCH 29: CBS, mindful of the travail of a world at war, hailed the recurring miracle of the Resurrection in seventeen programs broadcast during the Holy Week, from Palm Sunday through Easter. Included in these broadcasts were the sunrise Easter service from Arlington Cemetery, Easter messages from Prelates of many creeds, and the traditional performance of Brahms' "Requiem".

MARCH 29: The world premiere of Randall Thompson's "Solomon and Ballris", an opera commissioned jointly by the Columbia Broadcasting System and the League of Composers, was performed under the direction of Howard Barlow. Mona Paulee, Nadine Conner, John Gurney, and Carlo Corelli were soloists, 1:35–2:30 p.m.

MARCH 29: Mme. Maria Kurenko, internationally famed soprano, was soloist on the Russian War Relief program from Chicago, 11:15–11:30 p.m.

MARCH 31: Admiral E. J. Marquart, commandant of the Third Naval District, and Dr. David de Sola Pool, official advisor to the War and Navy Departments on religious matters pertaining to men in the armed forces were heard on a special program on the eve of the Feast of the Passover, 10:00–10:30 p.m.

THE COLUMBIA BROADCASTING SYSTEM

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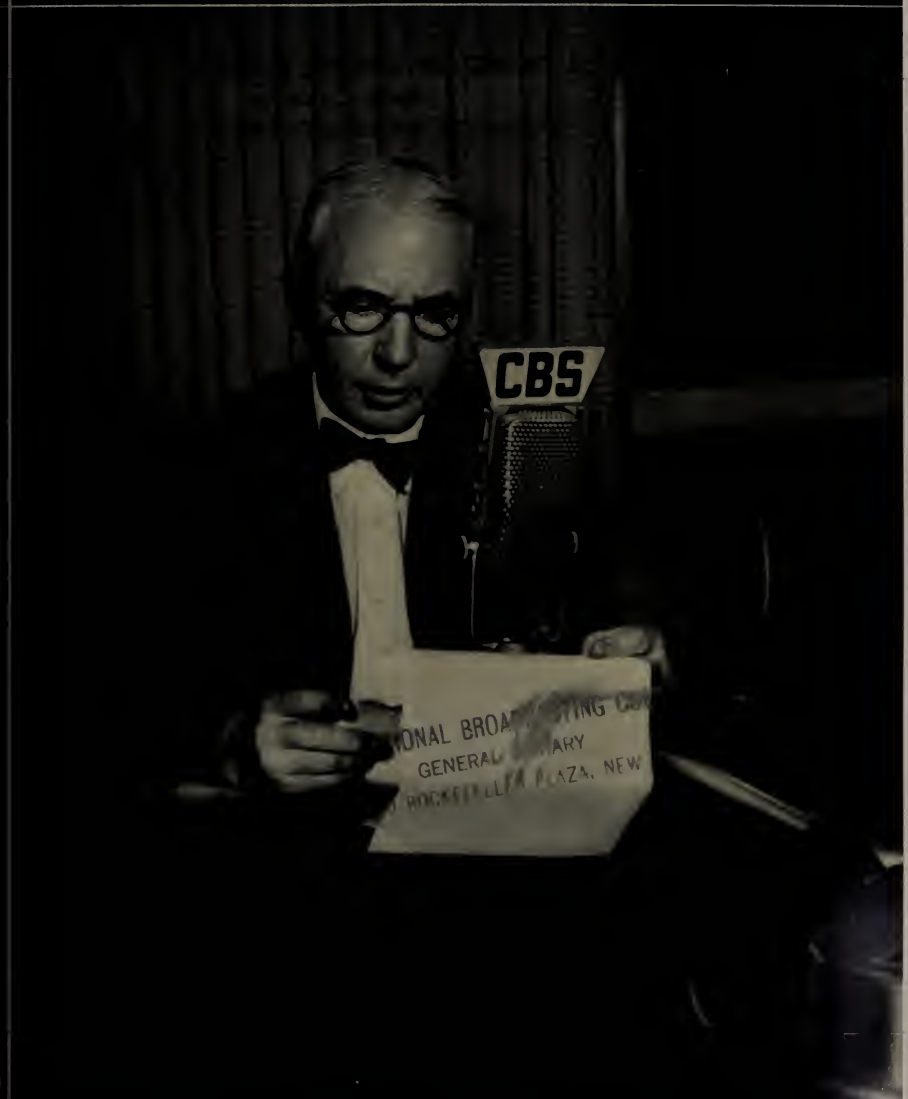

"This is my last broadcast as I have been called into the government service."— Elmer Davis

THE COVER: *On June 15, Elmer Davis resigned as CBS news analyst to accept President Roosevelt's appointment as director of the government's new Office of War Information.*

SUMMER, 1942

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

July 1, 1942

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All time listed on the following pages is Eastern War Time unless otherwise indicated.

"Weeks on CBS" as of July 1, 1942

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
AMERICAN TOBACCO COMPANY *(322nd Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 96 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(273rd Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 50 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert*
ARMSTRONG CORK COMPANY *(39th Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 105 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstine & Osborn, Inc.*
B. T. BABBITT, INC. *(48th Week on CBS)* **David Harum** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O *Duane Jones Co.*
BAYER COMPANY *(353rd Week on CBS)* **American Melody Hour** with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus	Tuesday 7:30–8:00 p.m. 76 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert*
BISODOL COMPANY *(491st Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 40 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert*
BOWEY'S, INC. *(162nd Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 45 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorenson & Company*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CALIFORNIA FRUIT GROWERS EXCHANGE *(165th Week on CBS)* **Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 39 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPBELL SOUP COMPANY *(395th Week on CBS)* **Amos 'n' Andy** *Serial comedy-drama*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 62 CBS stations ORIGINATES: KNX	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans *Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(26th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:00–10:30 p.m. 58 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Sat., 9:30–10 a.m.*	Celanese Products *Young & Rubicam, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(191st Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 65 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(330th Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 61 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Sun., 9:30–10 a.m.*	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(150th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists	Sunday 4:30–5:00 p.m. 109 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*

COLGATE-PALMOLIVE-PEET COMPANY *(338th Week on CBS)* **Guy Lombardo and His Orchestra** *Popular music*	Saturday 8:00–8:30 p.m. *Rebroadcast* *11:00–11:30 p.m.* 73 CBS stations ORIGINATES: WABC	Colgate Dental Cream *Ted Bates, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 69 CBS stations ORIGINATES: WABC	Palmolive Shave Cream Palmolive Brushless Shave *Ted Bates, Inc.*
Woman of Courage *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 61 CBS stations ORIGINATES: WABC	Octagon Products Crystal White *Ted Bates, Inc.*
Stepmother *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. *Rebroadcast* *4:00–4:15 p.m.* 54 CBS stations ORIGINATES: WBBM	Colgate Tooth Powder *Sherman & Marquette, Inc.*
CONTINENTAL BAKING CO., INC. *(391st Week on CBS)* **Maudie's Diary** *Dramatic*	Thursday 7:30–8:00 p.m. *Rebroadcast* *12:30–1:00 a.m.* 46 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*
CURTISS CANDY COMPANY *(92nd Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 41 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
EMERSON DRUG COMPANY *(113th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interviews*	Monday 8:00–8:30 p.m. 69 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*

EVERSHARP, INC. *(144th Week on CBS)*	Sunday 10:00–10:30 p.m. 80 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Wed., 7–7:30 a.m.*	Eversharp Pens and Pencils *The Biow Company*
Take It or Leave It with Phil Baker, MC, David Ross *Quiz*		
GENERAL ELECTRIC CO. *(18th Week on CBS)*	Tues., Thurs., Sat. 6:00–6:15 p.m. *Rebroadcast* *10:45–11:00 p.m.* 51 CBS stations ORIGINATES: WABC	Institutional *Maxon, Inc.*
Frazier Hunt *News and comments*		
GENERAL FOODS CORPORATION *(371st Week on CBS)*	Sunday 5:45–6:00 p.m. 55 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
William L. Shirer *News*		
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 76 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.*
Joyce Jordan *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *3:30–3:45 p.m.* 75 CBS stations ORIGINATES: WABC	La France Satina Postum *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. *Rebroadcast* *7:15–7:30 p.m.* 85 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
We Love and Learn *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 90 CBS stations ORIGINATES: WABC	Grape Nuts Flakes Wheatmeal *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(423rd Week on CBS)*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:45–12 noon* 40 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Stories America Loves *Drama*		

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
GENERAL MILLS, INC. *Continued*		
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 39 CBS stations ORIGINATES: WABC	Bisquick *Knox Reeves Advertising, Inc.*
Harvey and Dell *Serial drama*	Mon., Tues., Wed. 9:45–10:00 a.m. 31 CBS stations ORIGINATES: WABC	Cheerioats *Blackett-Sample-Hummert*
Thus We Live *Informational series*	Thurs., Fri. 9:45–10:00 a.m. 31 CBS stations ORIGINATES: WBBM, WJSV	Red Cross *Batten, Barton, Durstine & Osborn, Inc.*
+GENERAL MOTORS CORPORATION *(183rd Week on CBS)* **+Cheers From The Camps** with talent recruited from U. S. Army Camps *Morale*	Tuesday 9:30–10:30 p.m. 116 CBS stations 18 CBC stations ORIGINATES: ON TOUR *Short Wave to AEF* *Sat., 7–8:00 a.m.*	Institutional *Campbell-Ewald Co., Inc.*
GULF OIL CORPORATION *(438th Week on CBS)* **We, the People** with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX *Short Wave to AEF* *Tues., 6:45–7:15 a.m.*	Motor Oil and Gas *Young & Rubicam, Inc.*
INTERNATIONAL SILVER COMPANY *(225th Week on CBS)* **Edward R. Murrow** Broadcasting from London *News*	Sunday 6:00–6:15 p.m. 26 CBS stations ORIGINATES: LONDON	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(149th Week on CBS)* **Are You a Missing Heir?** *Drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 75 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
JOHNS-MANVILLE CORPORATION *(48th Week on CBS)* **+Cecil Brown** *News*	Mon. thru Fri. 8:55–9:00 p.m. 56 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
JOHNSON & JOHNSON *(65th Week on CBS)* **Voice of Broadway** with Dorothy Kilgallen and guest stars	Tuesday 6:15–6:30 p.m. 65 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(491st Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tuesday 12:30–12:45 p.m. 40 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert*
LADY ESTHER, LTD. *(447th Week on CBS)* **Freddy Martin and his orchestra** *Popular music*	Monday 10:00–10:30 p.m. 65 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(361st Week on CBS)* **Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 70 CBS stations 30 CBC stations ORIGINATES: KNX *Short Wave to AEF* *Thurs., 7–8:00 a.m.*	Lux Toilet Soap *J. Walter Thompson Company*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. *Rebroadcast* 2:00–2:15 p.m. 76 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2:30 p.m.* 61 CBS stations 30 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 76 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
LIGGETT & MYERS TOBACCO COMPANY *(505th Week on CBS)* **Glenn Miller and His Orchestra** with Marion Hutton, Ray Eberle, and the Modernaires	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 99 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.*
+P. LORILLARD COMPANY *(236th Week on CBS)* **The New Old Gold Show** with Nelson Eddy, Nadine Conner, Robert Ambruster's orchestra and chorus	Wednesday 8:00–8:30 p.m. 62 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *J. Walter Thompson Co*
PACIFIC COAST BORAX CO. *(52nd Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:00–8:30 p.m. *Rebroadcast* *11:30–12:00 mid.* 59 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips *McCann-Erickson, Inc.*
+THE PARKER PEN CO. *(1st Week on CBS)* **+Eric Sevareid** *News*	Sat., Sun. 8:55–9:00 p.m. 57 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(450th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 61 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. *Rebroadcast* *1:45–2:00 p.m.* 75 CBS stations ORIGINATES: KMOX	
+PILLSBURY FLOUR MILLS CO. *(262nd Week on CBS)* **+Clara, Lu 'n' Em** *Serial drama*	Mon., Wed., Fri. 11:00–11:15 a.m. 14 CBS stations ORIGINATES: WBBM	Pillsbury Flour *McCann-Erickson, Inc.*

+Program or client not listed in Spring Program Book.

SPONSOR AND PROGRAM	TIME	PRODUCT AND AGENCY
PHILIP MORRIS & COMPANY, LTD. *(308th Week on CBS)*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 100 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
The Philip Morris Playhouse Directed by Charles Martin with guest stars and Ray Bloch's Orchestra *Dramas*		
The Crime Doctor *Dramatic programs*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 70 CBS stations ORIGINATES: WABC	
THE PROCTER & GAMBLE CO. *(401st Week on CBS)*	Wednesday 9:00–9:30 p.m. 70 CBS stations ORIGINATES: KNX	Ivory Snow *Benton & Bowles, Inc.* Dreft *Blackett-Sample-Hummert*
Shirley Temple in Junior Miss *Drama*		
The Goldbergs *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. *Rebroadcast* *2:45–3:00 p.m.* 57 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 59 CBS stations 25 CBC stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Woman in White *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 59 CBS stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert*
Vic and Sade *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 45 CBS stations ORIGINATES: WBBM	Duz Crisco *Compton Advertising, Inc.*
Pepper Young's Family *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 25 CBS stations ORIGINATES: WBBM	Camay Chipso *Pedlar & Ryan, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(161st Week on CBS)* **Prudential Family Hour** with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and a chorus of mixed voices	Sunday 5:00–5:45 p.m. 60 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Fri., 6:45–7:30 a.m.*	Insurance Services *Benton & Bowles, Inc.*
THE QUAKER OATS COMPANY *(32nd Week on CBS)* **That Brewster Boy** *Drama*	Friday 9:30–10:00 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 67 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(478th Week on CBS)* **Vaughn Monroe's Orchestra** *Musical series* **+Camel Caravan** with Lanny Ross, Connee Boswell, Xavier Cugat, Margo, Herb Shriner, Camel Chorus, and dramatic sketch based on Our Town	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 80 CBS stations ORIGINATES: WABC Friday 10:00–11:00 p.m. 115 CBS stations ORIGINATES: WABC	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
E. R. SQUIBB & SONS *(104th Week on CBS)* **Keep Working, Keep Singing, America** with Frank Parker *Songs*	Mon., Wed., Fri. 6:30–6:45 p.m. 55 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(266th Week on CBS)* **Texaco Star Theatre Summer Show** starring Jane Frohman, Al Goodman's Orchestra, Chorus and Jimmy Wallington, MC *Musical*	Sunday 9:30–10:00 p.m. 85 CBS stations 11 CBC stations ORIGINATES: WABC *Short Wave to AEF* *Sun., 7–7:30 a.m.*	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(370th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Fri., 7:30–7:55 a.m.*	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*

+Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
*THE WELCH GRAPE JUICE CO. *(4th Week on CBS)* *Dear John with Irene Rich *Dramatic*	Friday 7:15–7:30 p.m. *Rebroadcast 11:15–11:30 p.m.* 64 CBS stations ORIGINATES: KNX	Welch Products *H. W. Kastor & Sons Advertising Co., Inc.*
Wm. WRIGLEY JR., COMPANY *(524th Week on CBS)* **Melody Ranch** with Gene Autry *Western dramatic series*	Sunday 6:30–7:00 p.m. 68 CBS stations ORIGINATES: KNX *Short Wave to AEF Tues., 7:15–7:45 a.m.*	Doublemint Gum *J. Walter Thompson Company*
The First Line *Informational series*	Thursday 10:00–10:30 p.m. 71 CBS stations ORIGINATES: WBBM *Short Wave to AEF Wed., 7:30–8:00 a.m.*	Spearmint Gum *Arthur Meyerhoff & Co.*
Ben Bernie with all the Lads *Musical series*	Mon. thru Fri. 5:45–6:00 p.m. 77 CBS stations ORIGINATES: WBBM *Short Wave to AEF Mon. thru Fri., 9:30–9:45 a.m.*	
BROWN & WILLIAMSON TOBACCO CORP. *(11th Week on CBS)* **Bob Garred Reporting** (Starts July 6th)	Mon., Wed., Fri., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Avalon Cigarettes *Russell M. Seeds Co.*
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(16th Week on CBS)* **Dick Joy and the News** *News analyst*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes *Long Advertising Service*
*CHAMBERLAIN SALES CORP. *(48th Week on CBS)* **Dave Lane** *Songs*	Tuesday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Chamberlains Hand Lotion *Cary-Ainsworth, Inc.*
COLONIAL DAMES, INC. *(134th Week on CBS)* **Find the Woman** with Knox Manning	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*

COLUMBIA PACIFIC NETWORK

*Program or client not listed in Spring Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
+GENERAL CIGAR CO. *(325th Week on CBS)* **William Winter** *News analyst*	Wed., Fri. 9:00–9:15 p.m. PWT ORIGINATES: KQW	Van Dyck Cigars *Federal Advertising Agency Inc.*
GENERAL FOODS CORPORATION *(371st Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PWT ORIGINATES: KNX	Post Bran Flakes *Benton & Bowles, Inc.*
+GENERAL MILLS, INC. *(423rd Week on CBS)* **+Sam Hayes** *News*	Mon. thru Fri. 1:15–1:30 p.m. PWT ORIGINATES: KNX	Drifted Snow Flour *Knox Reeves Advertising Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(79th Week on CBS)* **I Was There** *News dramatizations*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
RICHARD HUDNUT *(131st Week on CBS)* **Hollywood Showcase**	Monday 9:30–10:00 p.m. PWT ORIGINATES: KNX	Marvelous Cosmetics *Kenyon & Eckhardt, Inc.*
LOS ANGELES SOAP COMPANY *(143rd Week on CBS)* **Knox Manning** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co*
MACFADDEN PUBLICATIONS, INC. *(324th Week on CBS)* **Bob Garred Reporting**	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Liberty Magazine *Erwin Wasey & Co.*
+MANHATTAN SOAP CO. *(72nd Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*

+Program or client not listed in Spring Program Book.

McKESSON & ROBBINS, INC. *(100th Week on CBS)* **Dick Joy and the News** *News analyst*	Mon., Wed. 8:55–9:00 p.m. PWT Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Bexel *J. D. Tarcher & Co., Inc.*
PLANTERS NUT AND CHOCOLATE COMPANY *(88th Week on CBS)* **Bob Garred Reporting** *News* (Starts July 6th)	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Salted Peanuts *Raymond R. Morgan Co.*
William Winter *News analyst*	Mon. thru Fri. 2:30–2:45 p.m. PWT ORIGINATES: KQW	Planters Peanut Oil *Raymond R. Morgan Co.*
SOIL OFF MANUFACTURING COMPANY *(74th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Buchanan & Co.*
SUNNYVALE PACKING COMPANY *(27th Week on CBS)* **Jane Endicott, reporter** *Serial drama*	Mon., Wed., Fri. 10:45–11:00 a.m. PWT ORIGINATES: KNX	Rancho Soups *Lord & Thomas*
UNION OIL COMPANY *(83rd Week on CBS)* **Nelson Pringle** *News analysis*	Mon. thru Fri. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Gas and Oil *Lord & Thomas*
BEKINS VAN AND STORAGE CO. *(41st Week on CBS)* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*
GOLDEN STATE COMPANY LTD. *(13th Week on CBS)* **William Winter** *News*	Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW	Golden-V Vitamin Milk *Ruthrauff & Ryan Inc.*

COLUMBIA CALIFORNIA NETWORK

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 17*
2. DRAMATIC SERIES . . . . . *Page 18*
3. WAR PROGRAMS . . . . . *Page 18*
4. LIGHT ENTERTAINMENT . . . . . *Page 20*
5. SERIOUS MUSIC . . . . . *Page 21*
6. EDUCATIONAL PROGRAMS . . . . . *Page 22*
7. CHILDREN'S PROGRAMS . . . . . *Page 24*
8. PERSONALITIES . . . . . *Page 24*
9. RELIGIOUS BROADCASTS . . . . . *Page 24*

CBS SHORT WAVE BROADCASTS . . . . . *Page 25*

SPECIAL BROADCASTS: SPRING . . . . . *Page 26*

News Summaries, Analyses and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Edward R. Murrow, Bob Trout and Charles Collingwood from London; William J. Dunn from Melbourne, Australia; Webley Edwards from Honolulu; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from New Delhi, Herbert Clark from Buenos Aires; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, John Daly, Ned Palmer from New York; Eric Sevareid and John Purcell from Washington; 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., SATURDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 11:00–11:10 p.m., MONDAY THRU SATURDAY; The World Tonight, 8:00–8:30 p.m., SUNDAY.

News Summaries: 6:30, 9:00 a.m., 4:45 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Cecil Brown, 8:55–9:00 p.m., MONDAY THRU FRIDAY; Eric Sevareid, 8:55–9:00 p.m., SATURDAY AND SUNDAY; 11:10–11:15 p.m., MONDAY, William Shirer; TUESDAY, Quincy Howe; WEDNESDAY, William Shirer; THURSDAY, Quincy Howe; FRIDAY, William Shirer; SATURDAY, Eric Sevareid.

(See also sponsored news programs.)

	PROGRAM AND TIME	DESCRIPTION
DRAMATIC SERIES	**Columbia Workshop** 7:30–8:00 p.m. EACH FRIDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is the producer. JULY 3: "Tag No. 1184463" by David Levy. JULY 10: "The Inter-City Ditty Committee" with Ed Mayhoff and Jeff Alexander's band. JULY 17: "Someone Else" by Lucille Fletcher Herrmann. JULY 24: "Reveille Pass" by Jeff Hurley. Also included for JULY and AUGUST are: "The Arm Chair Strategist" by Gordon Whyte, "I'll Never Know" by Morton Freedgood, and "My Kid Brother" by Milton Wayne.
	Suspense 10:30–11:00 p.m. EACH WEDNESDAY	The best works of distinguished detective, mystery, and crime writers are dramatized in this series, produced by Charles Vanda.
WAR PROGRAMS	**Report to the Nation** 10:30–11:00 p.m. EACH SUNDAY	This informal, factual series brings the American people a report each week on the inside workings of their government. Each program describes the government's operation in a problem or event rich in public interest. The series is written by Harold R. Isaacs and Ann Ives and produced by William N. Robson.
	The Nature of the Enemy 8:30–8:55 p.m. EACH TUESDAY *(Starting July 18)* 8:00–8:30 p.m. EACH SATURDAY	The kind of men U. S. soldiers are fighting, the cruel records of Axis leaders, are dramatized in this series produced and directed by Charles Vanda.
	Spirit of '42 2:00–2:30 p.m. EACH SUNDAY	Music by service bands are aired each week with documentary broadcasts from military posts.
	The 22nd Letter 10:30–11:00 p.m. EACH MONDAY	This series tells of people who refuse to be conquered, of the underground movements in Axis occupied countries. Inspired by Leigh White, these programs are written by Ranald MacDougall and William N. Robson produces.

Hello From Hawaii 4:00–4:25 p.m. EACH SATURDAY	With music, drama, and talks by enlisted men and officers, our fighting men in Hawaii send greetings to friends and relatives at home.
Victory Begins at Home 4:15–4:30 p.m. MONDAY, WEDNESDAY, FRIDAY	Using facts secured from authoritative government sources, Arthur Godfrey presents an informative program relating the government's war activities to the lives of every consumer.
Littletown, U. S. A. 1:35–2:00 p.m. EACH SUNDAY	Himan Brown, produces and directs these programs of simple human dramas about a typical small town.
Youth On Parade 10:00–10:30 a.m. EACH SATURDAY	A new program series which reports the constructive wartime activities of boys and girls throughout the nation originates in Boston. The orchestra is directed by Del Castillo.
Calling Pan-America 6:15–6:45 p.m. EACH SATURDAY	CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.
Victory Theatre 9:00–9:30 p.m. EACH MONDAY *(Starts July 20)*	Repeat broadcasts of the highest rating sponsored programs heard on CBS during the year will carry messages for the U.S. government.
God's Country 11:15–11:30 a.m. EACH SATURDAY	Milton Bacon tells stories of America's small towns and the way of life they represent. Private Burl Ives sings songs of the region.
F.O.B., Detroit 3:30–4:00 p.m. EACH SATURDAY	WJR and CBS present a program of music by the WJR orchestra, songs by the WJR chorus, and a report by a leading industrial leader on the progress Detroit is making in the production of war material.

PROGRAM AND TIME	DESCRIPTION
Time Out for Laughs With Lou Holtz 7:15–7:30 p.m. EACH SUNDAY	Lou Holtz tells his famous stories and Mildred Bailey sings with Jeff Alexander's Orchestra.
Mischa The Magnificent 9:00–9:30 p.m. EACH SUNDAY	Mischa Auer is starred in this new comedy series originating in Hollywood.
Matinee at Meadowbrook 5:00–6:00 p.m. EACH SATURDAY	An hour jamboree of dance music for "young minded" Columbia listeners, featuring the orchestra of Stan Kenton.
Mary Small 10:45–11:00 p.m. TUESDAY AND THURSDAY	Popular songs are featured by this artist, accompanied by Walter Gross' Orchestra.
Sing Along 5:30–5:45 p.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.
The Jim Backus Show 8:00–8:30 p.m. EACH THURSDAY	These new comedy-variety shows star Jim Backus, Jeff Alexander's Band, Eight Balls of Fire, and Mary Small. Marx Loeb directs.
Tillie the Toiler 7:30–8:00 p.m. EACH SATURDAY *(Starting July 18)* 8:30–8:55 p.m. EACH SATURDAY	The popular comic strip is brought to life in these programs starring Peggy Conklin and Billy Lynn, written by Leonard Holton and directed by Earle McGill.
Are You a Genius? 5:00–5:30 p.m. MONDAY THRU FRIDAY	Ernest Chappell MC's this quiz show which features Walter Gross' Orchestra and Jerry Wayne, William Spier produces.
Golden Gate Quartet **Four Clubmen, Symphonettes** VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

WHEN AND ONE	DESCRIPTION	
Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for the Summer: Claude Thornhill — Bobby Byrne Alvino Rey — Abe Lyman Dick Jurgens — Jerry Wald Johnny Long	LIGHT ENTERTAIN-MENT
Columbia Broadcasting Symphony 3:00–4:30 p.m. EACH SUNDAY	Howard Barlow, brilliant conductor, conducts the Columbia Broadcasting Symphony in its seventh series of summer concerts.	SERIOUS MUSIC
Cleveland Summer Orchestra 10:30–11:00 p.m. EACH SATURDAY	WGAR and CBS present the famous Cleveland Summer Orchestra in a weekly series of "Pop" concerts originating from Public Hall in Cleveland. Rudolph Ringwall conducts the orchestra and is program commentator.	
Lewisohn Stadium Concerts 8:00–8:55 p.m. EACH FRIDAY	These New York Philharmonic Lewisohn Stadium Concerts, founded in 1918, for sailor, soldier, and public morale, are celebrating their Silver Jubilee season.	
St. Louis Municipal Opera Co. 2:30–2:55 p.m. EACH SUNDAY	Each week different stars of the company are presented in this light opera series conducted by Ben Feld.	
Columbia's Weekday Schedule of Fine Music SUNDAY THRU FRIDAY	This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works, standard and little-known concerti, and great songs of all the ages. SUNDAYS: 11:05 to 11:30 a.m., Egon Petri, pianist. MONDAYS: 3:30 to 4:00 p.m., Columbia Concert Orchestra conducted by Bernard Herrmann. TUESDAYS: 3:30 to 4:00 p.m., Keyboard Concerts Series with eminent pianists.	

	PROGRAM AND TIME	DESCRIPTION
SERIOUS MUSIC *Continued*		WEDNESDAYS: 3:30 to 4:00 p.m., Eileen Farrell and Columbia Concert Orchestra, Howard Barlow conducting. THURSDAYS: 3:30 to 4:00 p.m., United States Navy Band. FRIDAYS: 3:30 to 4:00 p.m., Russian-American Festival Series. Bernard Herrmann conducting.
EDUCATIONAL PROGRAMS	**CBS ADULT EDUCATION BOARD**	"Invitation to Learning", "The People's Platform" and "Report to the Nation" are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board are representative of the nation's leading educators and publicists. LYMAN BRYSON, chairman STRINGFELLOW BARR WILLIAM BENTON HARRY WOODBURN CHASE ROBERT I. GANNON, S.J. ALVIN S. JOHNSON HENRY R. LUCE SPENCER MILLER, JR. RUTH BRYAN ROHDE THOMAS V. SMITH WILLIAM ALLEN WHITE RAY LYMAN WILBUR JOSEPH H. WILLITS
	Invitation to Learning 11:30–12:00 noon EACH SUNDAY	This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests. JULY 5: "Declaration of Independence". JULY 5: "Magna Charta". JULY 12: Motley "The Rise of the Dutch Republic". JULY 19: France "Penguin Island". JULY 26: Walton "The Compleat Angler". AUGUST 2: Lardner "Round Up". AUGUST 9: Caeser "Gaelic Wars". AUGUST 16: Congreve "The Way of the World". AUGUST 23: Conrad "Lord Jim". AUGUST 30: Butler "Erewhon".
	The Radio Reader 9:15–9:30 a.m. MONDAY THRU FRIDAY	Outstanding novels are read by famous men and women of letters in this new departure radio series. During July, "Jane Eyre" is read by Margaret Webster.

PROGRAM AND TIME	DESCRIPTION
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.
Columbia's Country Journal 1:00–1:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a roundup of farm news, and interviews distinguished agricultural authorities and leaders. From Washington, Charles Worcester summarizes the week's agricultural news.
Spotlight on Asia 4:30–4:45 p.m. EACH MONDAY	With the outbreak of war in the Pacific, this series on the Far East has assumed a new importance. Experts speak through the cooperation of the American Council of the Institute of Pacific Relations.
Living Art 4:30–4:45 p.m. EACH TUESDAY	These programs stress the beauty of things outside museums and covers art from the advertising posters to the paintings in "The National Gallery".
Children Also Are People 4:30–4:45 p.m. EACH WEDNESDAY	Weekly talks are presented by specialists in the field of child guidance.
Highways to Health 4:30–4:45 p.m. EACH THURSDAY	A series of instructive medical talks arranged by the N. Y. Academy of Medicine.
Exploring Space 4:30–4:45 p.m. EACH FRIDAY	Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating study of the stars and the planets.
Of Men and Books 2:05–2:30 p.m. EACH SATURDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

	PROGRAM AND TIME	DESCRIPTION
EDUCATIONAL PROGRAMS *Continued*	**Adventures in Science** 1:30–1:45 p.m. EACH SATURDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
CHILDREN'S PROGRAMS	**Let's Pretend** 11:30–12:00 noon EACH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.
PERSONALITIES	**The Garden Gate** 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects, and advises on gardening in wartime. Washington reports on the War Garden Drive.
	Fletcher Wiley 11:15–11:30 a.m. MONDAY THRU FRIDAY	These broadcasts are taken up with talks on any and all kinds of problems. Fletcher Wiley broadcasts in an intimate and personal manner, speaking without written text.
RELIGIOUS BROADCASTS	**Church of the Air** 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is in its eleventh consecutive year of Sunday morning and afternoon religious broadcasts. The pulpit of Columbia's Church of the Air is available, impartially, to all religious faiths in America, and speakers who use this pulpit enjoy freedom of expression, so long as their messages in no way attack the religious faith of others.
	Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals presents talks by outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which also features the 30 voice Wings Over Jordan Choir.

SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE NEAR EAST

WCBX New York
WCRC New York
WCDA New York

News and News Features

In English:
6:30–6:45 a.m., 10:30–10:45 a.m.
10:45–11:00 a.m.
2:30–2:45 p.m., 2:45–3:00 p.m.
4:30–4:45 p.m.

In French:
8:00–8:15 a.m., 8:15–8:30 a.m.
11:00–11:15 a.m., 11:15–11:30 a.m., 2:00–2:15 p.m., 2:15–2:30 p.m., 4:15–4:30 p.m.

In German:
8:30–8:45 a.m., 8:45–9:00 a.m.
10:00–10:15 a.m., 10:15–10:30 a.m., 1:00–1:15 p.m., 1:15–1:30 p.m., 4:00–4:15 p.m.

In Italian:
9:00–9:15 a.m., 9:15–9:30 a.m.
12:00 noon–12:15 p.m., 12:15–12:30 p.m., 3:00–3:15 p.m.
3:15–3:30 p.m.

In Polish:
12:45–1:00 p.m., 3:45–4:00 p.m.

In Serbo-Croatian:
12:30–12:45 p.m., 3:30–3:45 p.m.

In Dutch:
1:30–1:45 p.m.

In Swedish:
9:45–10:00 a.m., 1:45–2:00 p.m.

In Turkish:
11:45–12:00 noon

In Arabic:
11:30–11:45 a.m.

News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's international station, WCBX, and the new CBS transmitters, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Swedish, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.

SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA

WCBX New York
WCRC New York
WCDA New York

News and News Features

In Spanish:
4:00–4:15 p.m., 6:45–7:00 p.m.
7:00–7:15 p.m., 8:45–9:00 p.m.
10:00–10:15 p.m.

In Portuguese:
4:00–4:15 p.m., 6:45–7:00 p.m.
8:45–9:00 p.m.

In English:
9:00–9:15 p.m., 10:45–11:00 p.m.

From late afternoon to late evening, WCBX, WCRC, and WCDA direct their powerful beams to Latin America. These broadcasts, in Spanish and Portuguese, bring to Columbia's new Network of the Americas—La Cadena de las Americas—a growing parade of the best entertainment in the hemisphere. News leads off Columbia's Latin American broadcasting each day, and other news and news-feature periods are transmitted throughout the evening.

SPECIAL BROADCASTS: SPRING

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of Spring programs which were arranged too late for inclusion in the last issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

APRIL 4: Representative Thomas H. Eliot, Democrat of Massachusetts, spoke on "The Dies Committee", 1:45–2:00 p.m.

APRIL 4: Clark M. Eichelberger, spoke on "The United Nations", under the auspices of The United Nations Committee, 10:15–10:30 p.m.

APRIL 6: Dr. Ezequiel Padilla, Mexican Foreign Minister, discussed "Our Faith in Victory", 11:15–11:30 p.m.

APRIL 7: Lord Halifax, Ambassador to Washington from the Court of Saint James, spoke on "What about India", from Town Hall, New York City, 10:00–10:30 p.m.

APRIL 8: Dr. Timothy Ting-Fang Lew, member of the faculty of Yenching University, Peking, delivered an address on "Students in China's Crisis", 5:00–5:15 p.m.

APRIL 11: T. A. Raman, noted journalist, who recently interviewed Gandhi and Nehru, spoke on "The Leaders of India", 11:00–11:15 p.m.

APRIL 11: Representative Howard W. Smith, Democrat of Virginia, spoke on "A National Labor Policy for our War Effort", 10:15–10:30 p.m.

APRIL 14: Vice President Henry A. Wallace and Amaral Peixuto, Rio de Janeiro State Governor, delivered addresses in a CBS observance of "Pan American Day", which included South American entertainers, 10:00–10:45 p.m.

APRIL 17. Paul V. McNutt, Federal Security Administrator, spoke in connection with the forty-seventh Annual Convention of the American Association for Health, Physical Education, and Recreation, 5:30–5:45 p.m.

APRIL 18: Dr. Anup Singh, Executive Director of The India League of America, Pierre van Passen, and Alfred A. Streslin delivered addresses on "The Indian and Middle Eastern Front", 10:15–10:30 p.m.

APRIL 19: Raymond Massey and Thomas E. Dewey spoke in support of the United Jewish Appeal, 7:15–7:30 p.m.

APRIL 21: Representative J. William Ditter, Republican of Pennsylvania, spoke on "Fundamental Freedoms", 10:30–10:45 p.m.

APRIL 23: Miss Mary I. Barber, adviser on food to the United States Army, delivered a

talk on "How to Feed the Army", 4:30–4:45 p.m.

APRIL 23: Commander Robert W. Berry, Executive Officer of the Department of Public Relations, U.S.N., William Shirer, CBS news analyst, Frank S. Hoy, and Palmer Hoyt discussed "How the Navy Releases Its News", 11:15–11:30 p.m.

APRIL 24: Senator Claude Pepper, Democrat of Florida, spoke on "Patents and Economic Warfare", 10:15–10:30 p.m.

APRIL 28: R. J. Thomas, president of the United Automobile Workers, spoke on "Equality of Sacrifice", 10:30–10:45 p.m.

APRIL 30: Francis B. Sayre, High Commissioner of the Philippines, spoke on "Corregidor — and After", 11:15–11:30 p.m.

MAY 1: Representative Wesley V. Disney, Democrat, discussed "Limitation of War Profits", 10:15–10:30 p.m.

MAY 3: Elmo Roper, public opinion analyst for the Office of Facts and Figures, discussed the subject "Who's Complacent?", 7:15–7:30 p.m.

MAY 6: Dr. Stringfellow Barr, President of St. John's College, delivered "An Appeal to the Colleges", 4:00–4:15 p.m.

MAY 8: Mrs. J. Borden Harriman introduced Vice President Henry A. Wallace, who addressed a meeting of the Free World Association, 10:00–10:30 p.m.

MAY 9: Assistant Secretary of Navy Ralph A. Bard, Vice Admiral Russell R. Waesche, Admiral Harold R. Stark, and Admiral Nimitz delivered addresses for the National Citizen's Committee of the Navy Relief Society, 10:15–10:30 p.m.

MAY 10: The mother of Sergeant Alvin C. York, Colonel M. F. Waltz, and four mothers of soldiers were heard on a Mother's Day program, 6:15–6:30 p.m.

MAY 10: Representative George H. Bender, Republican of Ohio, spoke on "Civilian Defense", 7:15–7:30 p.m.

MAY 13: Murray D. Lincoln, President of the Cooperative League of U.S.A., spoke on "The War Against Inflation", 4:00–4:15 p.m.

MAY 16: Dr. Lena Madesin Phillips discussed "Registration for Women — A Wartime Privilege", 10:15–10:30 p.m.

MAY 17: Mayor F. H. LaGuardia, Justice Hugo Black, Governor Herbert H. Lehman, and Lily Pons appeared in a special "I Am An American Day" program, 4:00–4:30 p.m.

MAY 18: Dr. Nahum Goldman spoke in connection with the War Emergency Session of the American Jewish Congress, 4:00–4:15 p.m.

MAY 18: Leon Henderson, Federal Price Administrator, spoke on "Price Control", 7:15–7:30 p.m.

MAY 18: Col. Richard C. Patterson, Jr., introduced by John Post, president of the New York Young Democratic Club, Inc., discussed various aspects of the war under the joint auspices of the New York Young Democratic Club and the New York Young Republican Club, Inc., 10:30–10:45 p.m.

MAY 25: Leon Henderson, Federal Price Administrator, discussed "Rationing", 11:15–11:30 p.m.

MAY 27: Charles W. Eliot, Director of the National Resources Planning Board, and Dr. Edward C. Elliot, President of Purdue

University, delivered addresses on "When Hitler Surrenders", under the auspices of World Peaceways, Inc., 5:30–5:45 p.m.

MAY 28: Eugene E. Wilson, President of United Aircraft Corporation, spoke on "Behind the Death Struggle for Air Supremacy", 10:30–10:45 p.m.

JUNE 2: Miss Claire Boothe, playwright and author, spoke in connection with the banquet for the United China Relief, 10:30–10:45 p.m.

JUNE 7: Dr. Robert C. Clothier, President of Rutgers University, discussed the new officer training program, to be offered this fall in many universities, in a talk on "What Will Your Son Do in the War", 9:45–10:00 a.m.

JUNE 8: Colonel Fred W. Rankin, U. S. Army, President-elect of the American Medical Association, spoke in connection with the annual meeting of the A.M.A., 4:00–4:15 p.m.

JUNE 8: Admiral Ernest J. King, commander in chief of the U. S. fleet and Chief of Naval Operations, spoke on "Education and the Fighting Man" from the College of William and Mary, 11:15–11:30 p.m.

JUNE 14: Governor Harold Stassen, of Minnesota, was the principal speaker on the United Nations Day program which also featured a special musical number "The United Nations", written by the Russian composer, Shostakovitch, words by Harold J. Rome, 12:00 noon–12:30 p.m.

JUNE 21: Dr. William Temple, Archbishop of Canterbury, and Father Michael Coleman, spoke to the people of America from London, 4:00–4:30 p.m.

JUNE 22: Bruce Barton, former Congressman from New York and president of the advertising firm of Batten, Barton, Durstine and Osborn, Inc., spoke over the Columbia network on the subject of wartime advertising, 3:30–4:00 p.m.

JUNE 25: "Conditions Facing Negro Youth Today", were discussed by Dr. W. B. Jermagin, president of the National Sunday School Union, and Dr. A. F. Fisher, president of the Baptist Training School, 4:00–4:15 p.m.

JUNE 27: Dr. Frederick Quincy Blanchard, pastor of the Euclid Avenue Congregational Church, Cleveland, Ohio, and newly-elected Moderator of the Congregational and Christian Churches of the United States, spoke in connection with the General Council meeting of the church at the University of New Hampshire at Durham, New Hampshire, 3:15–3:30 p.m.

SPECIAL EVENTS

APRIL 5: "Easter in the Army", a special religious program, was broadcast from Fort Belvoir, Virginia. Post Chaplain Alva J. Brasted read the Easter message and 1,000 soldiers joined in the singing of opening and closing hymns, 8:15–9:00 a.m.

APRIL 10: The George Foster Peabody Award, for the best radio news reporting of 1941, was given to Cecil Brown, CBS foreign correspondent, and the Peabody Drama Award was presented to Norman Corwin, CBS writer-producer, 10:15–10:30 p.m.

APRIL 17: Ted Husing took his CBS microphone to Boston Garden to cover National A.A.U. Boxing Championships, 11:30 p.m.–12:00 mid.

APRIL 25: Ted Husing reported the events of the Penn Relays, 4:30–5:00 p.m.

MAY 7: Webley Edwards described activities at the Ford Island Naval Air Station at Pearl Harbor, with interviews with U. S. patrol flying officers, 4:30–4:45 p.m.

MAY 16, 23, 30, JUNE 7: Ted Husing covered the Metropolitan Handicap, Withers, Suburban Handicap and Belmont in broadcasts from Belmont Park, 4:35–5:00 p.m.

MAY 19: Undersecretary of State Sumner Welles, President Anastasio Somosa of Nicaragua, Lauritz Melchior, Bidu Sayao, Robert Weede, Melvyn Douglas, Jinx Falkenberg, Rita Hayworth, Dick Powell, Mary Martin, Edward G. Robinson, William S. Paley, President Manuel Prado of Peru, and many others, joined in a hemispheric broadcast to dedicate the CBS Network of the Americas, 9:30–10:30 p.m.

MAY 26: Art Baker, Kirby Grant, Four Americans Quartet, and Wilbur Hatch's orchestra led a chorus of 1,000 soldiers and civilians in a broadcast called "United We Sing", 10:00–10:30 p.m.

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NEW CBS SPONSORED PROGRAMS

CORN PRODUCTS REFINING CO. *(300th Week on CBS)* **Stage Door Canteen** *Variety*	Thursday 9:30–10:00 p.m. 43 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Mon. 6:45–7:15 a.m.*	Corn Products *C. L. Miller Company*
LEVER BROTHERS COMPANY *(365th Week on CBS)* **Tommy Riggs and Betty Lou** *Comedy*	Tuesday 9:00–9:30 p.m. 114 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc.*
STERLING PRODUCTS, INC. *(497th Week on CBS)* **Second Husband** *Serial drama*	Mon. thru Fri. 11:15–11:30 a.m. 41 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder Bayer Aspirin *Blackett-Sample-Hummert*
Amanda of Honeymoon Hill *Serial drama*	Mon. thru Fri. 10:30–10:45 a.m. 41 CBS stations ORIGINATES: WABC	Mulsified Coconut Oil Shampoo Phillips Toothpaste & Toothpowder *Blackett-Sample-Hummert*

NEW CBS PACIFIC NETWORK PROGRAMS

THE MENNEN COMPANY *(125th Week on CBS)* **Bob Garred and the News** (Starts August 13)	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave *Russell M. Seeds Co., Inc.*

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NEW CBS SPONSORED PROGRAMS

CAMPBELL SOUP CO. *(413th Week on CBS)* **Program to be announced** (Resumes September 13th)	Sunday 9:00–9:30 p.m. 65 CBS stations	All Products *Ward Wheelock Co.*
GENERAL FOODS CORPORATION *(380th Week on CBS)* **Kate Smith Hour** with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars *Music, comedy and drama* (Resumes September 18th)	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00 mid.–12:55 a.m.* 116 CBS stations	Jell-O Jello-O Puddings *Young & Rubicam, Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS

J. A. FOLGER & COMPANY *(32nd Week on CBS)* **America's Home Front** *Informational series* (Resumes September 15th)	Tues., Thurs., Fri. 5:15–5:30 p.m. PWT ORIGINATES: KNX	Folger's Coffee *Raymond R. Morgan Company*

MONTHLY CORRECTIONS – CBS SPONSORED PROGRAMS

Page 5	**CALIFORNIA FRUIT GROWERS EXCHANGE**	"Hedda Hopper's Hollywood" now carried by 46 CBS stations.
Page 6	**CURTISS CANDY COMPANY**	"News, with Jackson Wheeler" takes the full CBS network.

MODE O'DAY SHOPS *(17th Week on CBS)* **Knox Manning** *News*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mode O'Day Products *Glasser, Gailey & Company*
PAR SOAP COMPANY **Galen Drake** (Starts August 18)	Tues., Thurs. 1:00–1:15 p.m. PWT ORIGINATES: KNX	Par Household Soap *Thomaschke-Elliott, Inc.*
SCUDDER FOOD PRODUCTS CO. *(6th Week on CBS)* **Bob Garred Reporting** *News*	Saturday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Scudder Food Products *Brisacher, Davis & Staff*
NEW CBS SPONSORED PROGRAMS REBROADCAST VIA SHORT WAVE to American Expeditionary Forces		
AMERICAN TOBACCO COMPANY **Your Hit Parade**	Monday 7:15–8:00 a.m.	Lucky Strike Cigarettes
COCA-COLA COMPANY **Pause That Refreshes on the Air**	Thursday 7:30–8:00 a.m.	Coca-Cola
LEVER BROTHERS COMPANY **Tommy Riggs and Betty Lou**	Sunday 7:30–8:00 a.m.	Swan Soap
R. J. REYNOLDS TOBACCO CO. **Vaughn Monroe's Orchestra**	Saturday 9:30–10:00 a.m.	Camel Cigarettes

Page 7	**EVERSHARP, INC.**	Beginning September 20, "Take It or Leave It" will be heard over the full CBS network.
Page 7	**GENERAL FOODS CORPORATION**	Network expanded to bring the "William L. Shirer" program to 81 CBS stations. Change product to Sanka Coffee. Cancel rebroadcast of "Young Dr. Malone." Shift rebroadcast stations to early broadcast time.
Page 9 *Page 3 August Supplement*	**LEVER BROTHERS COMPANY**	The "Lux Radio Theatre" directed by Cecil B. DeMille returns after summer vacation. It is now carried over the full network.
Page 10	**PET MILK SALES CORPORATION**	"Mary Lee Taylor" program cancels rebroadcast. Stations now carrying show reduces to 69.
Page 10	**PILLSBURY FLOUR MILLS CO.**	"Clara Lu 'n Em" program now carried by 40 CBS stations.
Page 11	**THE PROCTER & GAMBLE CO.**	Cancel "Shirley Temple in Junior Miss" program.
Page 12	**PRUDENTIAL INSURANCE COMPANY OF AMERICA**	"Prudential Family Hour" is now heard over 82 CBS stations.
Page 13	**WM. WRIGLEY JR. COMPANY**	Change program listing of "Melody Ranch" to "Sergeant Gene Autry."

Page 4	**AMERICAN TOBACCO CO.**	"Your Hit Parade" is now broadcast over the full network of 114 stations.
Page 4	**ARMSTRONG CORK COMPANY**	115 CBS stations now carrying the "Armstrong Theatre of Today".
Page 5	**COCA-COLA COMPANY**	"Pause That Refreshes on the Air" is using 116 CBS stations.
Page 6	**COLGATE-PALMOLIVE-PEET CO.**	Shift "Hobby Lobby" show to Tuesday, 8:30 to 8:55 p.m., rebroadcast 12:00 mid. to 12:25 a.m.
Page 7	**GENERAL FOODS CORPORATION**	Change product on "William L. Shirer" program to Grape Nuts.
Page 8	**GENERAL MILLS, INC.**	Change listing of "Harvey and Dell" to "Hymns of All Churches", and origination to WBBM.
Page 9	**LADY ESTHER, LTD.**	Change time of "Freddy Martin" to Monday, 9:30 to 10:00 p.m.
Page 9	**LEVER BROTHERS COMPANY**	"Lux Radio Theatre" goes off for the summer. Change agency on "Bright Horizon" to Batten, Barton, Durstine & Osborn, Inc., number of stations to 48, and product to Silver Dust. Cancel the rebroadcast.
Page 10	**LIGGETT & MYERS TOBACCO CO.**	"Glenn Miller" now using 116 CBS stations.
Page 11	**PHILIP MORRIS & COMPANY, LTD.**	"Crime Doctor" is now using 113 CBS stations and "The Philip Morris Playhouse" network is 114 CBS stations.

MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS

Page 13 *Page 4* *August* *Supplement*	**CHAMBERLAIN SALES CORP.**	Cancel "Phil Hanna" program.
Page 14	**MACFADDEN PUBLICATIONS**	Cancel "Bob Garred Reporting" program for Liberty Magazine.
Page 2 *August* *Supplement*	**PAR SOAP CO.**	Change spelling of agency to Tomaschke-Elliott, Inc.
Page 2 *August* *Supplement*	**SCUDDER FOOD PRODUCTS CO.**	Cancel "Bob Garred Reporting" program for Scudder Food Products.

MONTHLY CORRECTIONS - CBS CALIFORNIA NETWORK PROGRAMS

Page 15	**GOLDEN STATE COMPANY LTD.**	Cancel "William Winter" program.

Page 11	**THE PROCTER & GAMBLE CO.**	"The Goldbergs" will not have a rebroadcast after August 17th.
Page 12	**R. J. REYNOLDS TOBACCO CO.**	"Vaughn Monroe's Orchestra" program has 114 CBS stations.
Page 12	**TEXAS COMPANY**	Cancel CBC stations carrying the Texaco Star Theatre Summer Show.
Page 13	**THE WELCH GRAPE JUICE CO.**	Change time to Sunday, 6:15 to 6:30 p.m. beginning August 16th.
Page 13	**WM. WRIGLEY JR. COMPANY**	"Melody Ranch" is carried by 114 CBS stations and "The First Line" and "Ben Bernie" by 115 CBS stations.
MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS		
Page 13	**BROWN & WILLIAMSON TOBACCO CORP.**	Change program listing to "Harry W. Flannery", News Analyst. Change time to Tuesday, Thursday, Saturday, 5:30–5:45 p.m. PWT.
Page 13	**CHAMBERLAIN SALES CORP.**	Change program to 9:25–9:30 p.m. PWT, and change talent to "Phil Hanna".
Page 14	**GENERAL CIGAR COMPANY**	Change time of "William Winter" to Wed. and Sun., 9:00–9:15 p.m. PWT.
Page 14	**MANHATTAN SOAP COMPANY**	Beginning August 17th, change time to Mon., Wed., Fri., 7:30–7:45 a.m. PWT.
Page 15	**SUNNYVALE PACKING COMPANY**	Change program listing to "Galen Drake" beginning August 17th, shift to 1:00–1:15 p.m. PWT

CBS Program Book
Supplement for August
to be tipped in here

CBS Program Book
Supplement for September
to be tipped in here

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

October 1, 1942

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All time listed on the following pages is Eastern War Time unless otherwise indicated.

"Weeks on CBS" as of October 1, 1942

AMERICAN TOBACCO COMPANY *(335th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 117 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Mon., 7:15–8:00 a.m.*	Lucky Strike Cigarettes *Lord & Thomas*
ANACIN COMPANY *(296th Week on CBS)* **Our Gal, Sunday** **Easy Aces** *Serial Comedy-Drama*	Mon. thru Fri. 12:45–1:00 p.m. 57 CBS stations ORIGINATES: WABC Wed., Thurs., Fri. 7:30–7:45 p.m. 48 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert*
ARMSTRONG CORK COMPANY *(52nd Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 116 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstine & Osborn, Inc.*
B. T. BABBITT, INC. *(61st Week on CBS)* **David Harum** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O *Duane Jones Co.*
BAYER COMPANY *(366th Week on CBS)* **American Melody Hour** with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus **Second Husband** *Serial drama*	Tuesday 7:30–8:00 p.m. 77 CBS stations ORIGINATES: WABC Thurs., Fri. 11:15–11:30 a.m. 40 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
BISODOL COMPANY *(504th Week on CBS)* **The Romance of Helen Trent** *Serial drama* ***Mr. Keen** *Mystery-drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 51 CBS stations ORIGINATES: WBBM Wed., Thurs., Fri. 7:45–8:00 p.m. 48 CBS stations ORIGINATES: WABC	Bisodol *Blackett-Sample-Hummert*
BOWEY'S, INC. *(175th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 51 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorenson & Company*
CALIFORNIA FRUIT GROWERS EXCHANGE *(178th Week on CBS)* **Hedda Hopper's Hollywood**	Mon., Wed., Fri. 6:15–6:30 p.m. 44 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Lord & Thomas*
CAMPBELL SOUP COMPANY *(408th Week on CBS)* **Amos 'n' Andy** *Serial comedy-drama* **Radio Reader's Digest** with Conrad Nagel, Lyn Murray's orchestra, and guest stars	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast 11:00–11:15 p.m.* 63 CBS stations ORIGINATES: WABC Sunday 9:00–9:30 p.m. 66 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans *Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(39th Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:00–10:30 p.m. 117 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*

**Program or client not listed in Summer Program Book*

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(204th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 66 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*
CHRYSLER CORPORATION *(343rd Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 62 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Sun., 9:30–10 a.m.*	Plymouth, Dodge, DeSoto, Chrysler *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(163rd Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Albert Spalding, and guest soloists *Music*	Sunday 4:30–5:00 p.m. 117 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(351st Week on CBS)* **+Al Jolson** with Parkyakarkus, Shakyakarkus, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra	Tuesday 8:30–8:55 p.m. *Rebroadcast* *12:00 mid.–12:25 a.m.* 73 CBS stations ORIGINATES: WABC	*Sherman & Marquette, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 73 CBS stations ORIGINATES: WABC	*Ted Bates, Inc.*
CONTINENTAL BAKING CO., INC. *(404th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast* *3:45–4:00 p.m.* 46 CBS stations ORIGINATES: WABC	Wonder Bread Hostess Cake *Ted Bates, Inc.*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
***CONTINENTAL RADIO & TELEVISION CORP.** **+World News Today** News	Sunday 2:30–2:55 p.m. 43 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*
***CORN PRODUCTS REFINING CO.** *(313th Week on CBS)* **+Stage Door Canteen** *Variety*	Thursday 9:30–10:00 p.m. 14 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Mon. 6:45–7:15 a.m.*	Mazola *C. L. Miller Company*
CURTISS CANDY COMPANY *(105th Week on CBS)* **News** with Jackson Wheeler	Sat., Sun. 11:00–11:05 a.m. 113 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
EMERSON DRUG COMPANY *(126th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interviews*	Monday 8:00–8:30 p.m. 70 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(157th Week on CBS)* **Take It or Leave It** with Phil Baker, MC, David Ross *Quiz*	Sunday 10:00–10:30 p.m. 117 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Wed., 7–7:30 a.m.*	Eversharp Pens and Pencils *The Blow Company*
GENERAL ELECTRIC CO. *(31st Week on CBS)* **Frazier Hunt** *News and comments*	Tues., Thurs., Sat. 6:00–6:15 p.m. *Rebroadcast* *10:45–11:00 p.m.* 52 CBS stations ORIGINATES: WABC	Institutional *Maxon, Inc.*
GENERAL FOODS CORPORATION *(384th Week on CBS)* **+Kate Smith Hour** with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars *Music, comedy and drama*	Friday 8:00–8:55 p.m. *Rebroadcast* *12:00 mid.–12:55 a.m.* 117 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings *Young & Rubicam, Inc.*

Program or client not listed in Summer Program Book

GENERAL FOODS CORPORATION *Continued*	Sunday 5:45–6:00 p.m. 82 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
William L. Shirer *News*		
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12:00–12:15 p.m. 73 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. *Rebroadcast* *3:30–3:45 p.m.* 76 CBS stations ORIGINATES: WABC	La France Satina Postum Post's Bran *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 87 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
We Love and Learn *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 91 CBS stations ORIGINATES: WABC	Grape Nuts Flakes Wheatmeal *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(436th Week on CBS)*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast* *11:45–12 noon* 41 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
Stories America Loves *Serial drama*		
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast* *11:30–11:45 a.m.* 40 CBS stations ORIGINATES: WABC	Softasilk *Knox Reeves Advertising, Inc.*
GULF OIL CORPORATION *(451st Week on CBS)*	Sunday 7:30–8:00 p.m. 80 CBS stations ORIGINATES: KNX *Short Wave to AEF* *Tues., 6:45–7:15 a.m.*	Motor Oil and Gas *Young & Rubicam, Inc.*
We, the People with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*		

INTERNATIONAL SILVER COMPANY *(238th Week on CBS)* **Edward R. Murrow** Broadcasting from London *News*	Sunday 6:00–6:15 p.m. 26 CBS stations ORIGINATES: LONDON	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(162nd Week on CBS)* ***Lights Out** *Mystery-drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 76 CBS stations ORIGINATES: WABC	Ironized Yeast *Ruthrauff & Ryan, Inc.*
JOHNS-MANVILLE CORPORATION *(61st Week on CBS)* **Cecil Brown** *News*	Mon. thru Fri. 8:55–9:00 p.m. 57 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(78th Week on CBS)* **Edwin C. Hill** The Human Side of the News	Tuesday 6:15–6:30 p.m. 66 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*
KOLYNOS COMPANY *(504th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Mon. and Tuesday 12:30–12:45 p.m. 51 CBS stations ORIGINATES: WBBM	Kolynos *Blackett-Sample-Hummert*
LADY ESTHER, LTD. *(460th Week on CBS)* **Freddy Martin and his orchestra** *Popular music*	Monday 10:00–10:30 p.m. 67 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
LEVER BROTHERS COMPANY *(374th Week on CBS)* ***Lux Radio Theater** Cecil B. DeMille, director, with stars of stage and screen *Drama*	Monday 9:00–10:00 p.m. 117 CBS stations 30 CBC stations ORIGINATES: KNX *Short Wave to AEF* *Thurs., 7–8:00 a.m.*	Lux Toilet Soap *J. Walter Thompson Company*

**Program or client not listed in Summer Program Book.*

LEVER BROTHERS COMPANY *Continued*		
+**Burns and Allen** *Comedy*	Tuesday 9:00–9:30 p.m. 115 CBS stations ORIGINATES: KNX *Short Wave to AEF* *Sun. 7:30–8:00 a.m.*	Swan Soap *Young & Rubicam, Inc.*
+**Bob Burns** The Arkansas Traveler *Comedy*	Wednesday 9:00–9:30 p.m. 115 CBS stations ORIGINATES: KNX	Lifebuoy *Ruthrauff & Ryan, Inc.*
+**Mayor of the Town** with Lionel Barrymore *Dramatic*	Wednesday 9:30–10:00 p.m. 115 CBS stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc.*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 48 CBS stations ORIGINATES: WABC	Silver Dust *Batten, Barton, Durstin & Osborn, Inc.*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon *Rebroadcast* *2:15–2:30 p.m.* 62 CBS stations 30 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc.*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 69 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc.*
+**LEWIS-HOWE COMPANY**		
+**Mr. Adam and Mrs. Eve** with Frank Crumit and Julia Sanderson *Quiz*	Saturday 8:00–8:30 p.m. 52 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cunnyngham, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(518th Week on CBS)*		
+**Harry James** and his Music Makers *Popular music*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 117 CBS stations ORIGINATES: WABC	Chesterfield Cigarettes *Newell-Emmett Co.*

+*Program or client not listed in Summer Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
P. LORILLARD COMPANY *(249th Week on CBS)* **Nelson Eddy** with Nadine Conner, Robert Ambruster's Orchestra and Chorus	Wednesday 8:00–8:30 p.m. 63 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *J. Walter Thompson Co.*
PACIFIC COAST BORAX CO. *(65th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 60 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax Soap Chips *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(14th Week on CBS)* **Eric Sevareid** *News*	Sat., Sun. 8:55–9:00 p.m. 58 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(163rd Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 62 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*
Mary Lee Taylor home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. 69 CBS stations ORIGINATES: KMOX	
***CHARLES H. PHILLIPS CHEMICAL CO.** **+Amanda of Honeymoon Hill** *Serial drama*	Wed., Thurs., Fri. 10:30–10:45 a.m. 40 CBS stations ORIGINATES: WABC	Phillips Toothpaste & Toothpowder *Blackett-Sample-Hummert*
PHILIP MORRIS & COMPANY, LTD. *(321st Week on CBS)* **The Philip Morris Playhouse** Directed by Charles Martin with guest stars and Ray Bloch's Orchestra *Drama*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 115 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*

+Program or client not listed in Summer Program Book.

PHILIP MORRIS & COMPANY, LTD. *Continued* **The Crime Doctor** *Mystery-drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 114 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
PILLSBURY FLOUR MILLS CO. *(275th Week on CBS)* **Clara, Lu 'n' Em** *Serial drama*	Mon., Wed., Fri. 11:00–11:15 a.m. 40 CBS stations ORIGINATES: WBBM	Pillsbury Flour *McCann-Erickson, Inc.*
THE PROCTER & GAMBLE CO. *(414th Week on CBS)* **The Goldbergs** *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 59 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 60 CBS stations 25 CBC stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 59 CBS stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert*
Vic and Sade *Serial drama*	Mon. thru Fri. 1:30–1:45 p.m. 46 CBS stations ORIGINATES: WBBM	Duz Crisco *Compton Advertising, Inc.*
Pepper Young's Family *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 25 CBS stations ORIGINATES: WBBM	Camay Chipso *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(174th Week on CBS)* **Prudential Family Hour** with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and a chorus of mixed voices	Sunday 5:00–5:45 p.m. 83 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Fri., 6:45–7:30 a.m.*	Insurance Services *Benton & Bowles, Inc.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
THE QUAKER OATS COMPANY *(45th Week on CBS)* **That Brewster Boy** *Drama*	Friday 9:30–10:00 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 80 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
R. J. REYNOLDS TOBACCO COMPANY *(491st Week on CBS)* ***Blondie** The domestic adventures of the Bumsteads *Comedy*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 115 CBS stations ORIGINATES: KNX *Short Wave to AEF* *Sat. 9:30–10:00 a.m.*	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
***Camel Caravan** with Lanny Ross, Connee Boswell, Xavier Cugat, Margo, Herb Shriner, Camel Chorus, and dramatic sketch based on Our Town	Friday 10:00–11:00 p.m. 117 CBS stations ORIGINATES: WABC	
E. R. SQUIBB & SONS *(117th Week on CBS)* **Keep Working, Keep Singing, America** with Frank Parker and David Ross *Songs*	Mon., Wed., Fri. 6:30–6:45 p.m. 57 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(279th Week on CBS)* **Texaco Star Theatre** starring Fred Allen, Arthur Godfrey, Al Goodman's Orchestra, Portland Hoffa, and guest vocalists *Comedy*	Sunday 9:30–10:00 p.m. 117 CBS stations 11 CBC stations ORIGINATES: WABC *Short Wave to AEF* *Sun., 7–7:30 a.m.*	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(383rd Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 64 CBS stations ORIGINATES: WABC *Short Wave to AEF* *Fri., 7:30–7:55 a.m.*	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*

*Program or client not listed in Summer Program Book.

	*R. L. WATKINS CO.	Mon., Tues., Wed. 11:15–11:30 a.m. 49 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder *Blackett-Sample-Hummert*
	Second Husband *Serial drama*		
	*Amanda of Honeymoon Hill *Serial drama*	Mon., Tues. 10:30–10:45 a.m. 49 CBS stations ORIGINATES: WABC	Mulsified Coconut Oil Shampoo *Blackett-Sample-Hummert*
	THE WELCH GRAPE JUICE CO. *(17th Week on CBS)*	Sunday 6:15–6:30 p.m. 66 CBS stations ORIGINATES: KNX	Welch Products *H. W. Kastor & Sons Advertising Co., Inc.*
	Dear John with Irene Rich *Dramatic*		
	WM. WRIGLEY, JR., COMPANY *(537th Week on CBS)*	Sunday 6:30–7:00 p.m. 116 CBS stations ORIGINATES: KNX *Short Wave to AEF Tues., 7:15–7:45 a.m.*	Doublemint Gum *J. Walter Thompson Company*
	Sergeant Gene Autry *Air Corps dramatic series*		
	The First Line *Informational series*	Thursday 10:00–10:30 p.m. 115 CBS stations ORIGINATES: WBBM *Short Wave to AEF Wed., 7:30–8:00 a.m.*	Spearmint Gum *Arthur Meyerhoff & Co.*
	Ben Bernie with all the Lads *Musical series*	Mon. thru Fri. 5:45–6:00 p.m. 117 CBS stations ORIGINATES: WBBM *Short Wave to AEF Mon. thru Fri., 9:30–9:45 a.m.*	
COLUMBIA PACIFIC NETWORK	BROWN & WILLIAMSON TOBACCO CORP. *(24th Week on CBS)*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Avalon Cigarettes *Russell M. Seeds Co.*
	Harry W. Flannery *News analyst*		
	CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(29th Week on CBS)*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes *Long Advertising Service*
	Dick Joy and the News *News analyst*		

*Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
COLONIAL DAMES, INC. *(147th Week on CBS)* **Find the Woman** with Knox Manning	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
***J. A. FOLGER & COMPANY** *(32nd Week on CBS)* **+America's Home Front** *Informational series*	Friday 5:15–5:30 p.m. PWT ORIGINATES: KNX	Folger's Coffee *Raymond R. Morgan Co.*
GENERAL CIGAR CO. *(338th Week on CBS)* **William Winter** *News analyst*	Wed., Sun. 9:00–9:15 p.m. PWT ORIGINATES: KQW	Van Dyck Cigars *Federal Advertising Agency Inc.*
GENERAL FOODS CORPORATION *(384th Week on CBS)* **The Second Mrs. Burton** *Dramatic serial*	Mon. thru Fri. 4:00–4:15 p.m. PWT ORIGINATES: KNX	Sanka Coffee *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(436th Week on CBS)* **Sam Hayes** *News*	Mon. thru Fri. 1:15–1:30 p.m. PWT ORIGINATES: KNX	Drifted Snow Flour *Knox Reeves Advertising Inc.*
GENERAL PETROLEUM CORPORATION OF CALIFORNIA *(92nd Week on CBS)* **I Was There** *News dramatizations*	Monday 9:00–9:30 p.m. PWT ORIGINATES: KNX	Mobilgas, Mobiloil *Smith & Drum, Inc.*
LOS ANGELES SOAP COMPANY *(156th Week on CBS)* **Bob Anderson** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*

**Program or client not listed in Summer Program Book.*

MANHATTAN SOAP CO. *(85th Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*
McKESSON & ROBBINS, INC. *(113th Week on CBS)* **Dick Joy and the News** *News analyst*	Mon., Wed. 8:55–9:00 p.m. PWT Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Bexel *J. D. Tarcher & Co., Inc.*
+THE MENNEN COMPANY *(125th Week on CBS)* **Bob Garred and the News**	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave *Russell M. Seeds Co., Inc.*
+MODE O'DAY SHOPS *(17th Week on CBS)* **Dick Joy** *News*	Sunday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Mode O'Day Products *Glasser, Gailey & Company*
PAR SOAP COMPANY **Galen Drake**	Tues., Thurs. 1:00–1:15 p.m. PWT ORIGINATES: KNX	Par Household Soap *Tomaschke-Elliott, Inc.*
PETER PAUL INC. *(103rd Week on CBS)* **Bob Garred Reporting**	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Candy Bars *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(101st Week on CBS)* **Bob Garred Reporting** *News*	Mon., Wed., Fri. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Salted Peanuts *Raymond R. Morgan Co.*
William Winter *News analyst*	Mon. thru Fri. 2:30–2:45 p.m. PWT ORIGINATES: KQW	Planters Peanut Oil *Raymond R. Morgan Co.*

+Program or client not listed in Summer Program Book.

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY	
*PLOUGH, INC. +Don't You Believe It	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	St. Joseph's Aspirin Penetro Products *Lake-Spiro-Shurman Inc.*	COLUMBIA PACIFIC NETWORK
SOIL OFF MANUFACTURING COMPANY *(87th Week on CBS)* **Bob Garred Reporting** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	Cleaning Fluid for Walls and Woodwork *Buchanan & Co.*	
SUNNYVALE PACKING COMPANY *(40th Week on CBS)* **Galen Drake**	Mon., Wed., Fri. 1:00–1:15 p.m. PWT ORIGINATES: KNX	Rancho Soups *Lord & Thomas*	
BEKINS VAN AND STORAGE CO. *(54th Week on CBS)* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*	COLUMBIA CALIFORNIA NETWORK
*J. C. ENO, LTD. **George Fisher** *Hollywood whispers*	Tues., Thurs. 5:15–5:30 p.m. PWT ORIGINATES: KNX	MacLean's Toothpaste *Atherton & Currier, Inc.*	

*Program or client not listed in Summer Program Book.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 19*
2. DRAMATIC SERIES . . . . . *Page 20*
3. WAR PROGRAMS . . . . . *Page 20*
4. LIGHT ENTERTAINMENT . . . . . *Page 21*
5. SERIOUS MUSIC . . . . . *Page 22*
6. EDUCATIONAL PROGRAMS . . . . . *Page 23*
7. CHILDREN'S PROGRAMS . . . . . *Page 26*
8. PERSONALITIES . . . . . *Page 26*
9. RELIGIOUS BROADCASTS . . . . . *Page 26*

CBS SHORT WAVE BROADCASTS . . . . . *Page 27*

SPECIAL BROADCASTS: SUMMER . . . . . *Page 28*

News Summaries, Analyses and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in foreign capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from abroad. The schedule is supplemented with special events and sharpened by frequent addresses by public figures, historians, and political or military experts.

News Broadcasts: Edward R. Murrow, Bob Trout and Charles Collingwood from London; William J. Dunn from Melbourne, Australia; Webley Edwards from Honolulu; Larry Lesueur from Russia; Howard K. Smith from Berne; Bernard Valery from Stockholm; Edward Chorlian from Cairo; Winston Burdett from New Delhi, Herbert Clark from Buenos Aires; Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, John Daly, Ned Calmer from New York; Eric Sevareid, Leigh White, and John Purcell from Washington; 8:00–8:15 a.m., MONDAY THRU SATURDAY; 6:45–7:00 p.m., SATURDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY; 11:00–11:10 p.m., MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 4:45 p.m., 12:55 a.m., MONDAY THRU FRIDAY; 3:15 p.m., MONDAY AND TUESDAY; 2:00 p.m., 4:30 p.m., 6:00 p.m., SATURDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY; 12:55 a.m., SATURDAY.

News Analyses: Cecil Brown, 8:55–9:00 p.m., MONDAY THRU FRIDAY; Eric Sevareid, 8:55–9:00 p.m., SATURDAY AND SUNDAY; 11:10–11:15 p.m., MONDAY, William Shirer; TUESDAY, Quincy Howe; WEDNESDAY, William Shirer; THURSDAY, Quincy Howe; FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot.

(See also sponsored news programs.)

DRAMATIC SERIES	**Columbia Workshop** 10:30–11:00 p.m. EACH MONDAY	The Columbia Workshop remains the foremost program on the air devoted to experimental broadcasting. William Spier is the producer. OCTOBER 12: "Rebirth in Barrows Inlet", by Joseph Liss. Directed by Earle McGill. OCTOBER 19: "Remodeled Brownstone", by Lucille Fletcher. Directed by John Dietz. OCTOBER 26: "Proclaim the Morning", by David Ross. Directed by Earle McGill. NOVEMBER 2: "It Ain't Necessarily Not So", by Robert Paul Smith. Directed by Wendell Adams.
WAR PROGRAMS	**Report to the Nation** 7:30–8:00 p.m. EACH FRIDAY (Starting October 25) 10:30–11:00 p.m. EACH SUNDAY	Recently revising its format, this series now presents a review and summation of the most vital news of the week and describes how it affects the American civilian and soldier. Paul White supervises, Bill Slocum, Jr., edits, and Earle McGill directs.
	The Man Behind the Gun 10:30–11:00 p.m. EACH WEDNESDAY	This new series presents dramatic stories of how men in uniform do their jobs. William N. Robson produces and Ranald MacDougall writes.
	Our Secret Weapon 7:00–7:15 p.m. EACH SUNDAY	Rex Stout of Freedom House debunks Axis propaganda by answering their claims with the facts.
	Spirit of '42 2:00–2:30 p.m. EACH SUNDAY	Music by service bands are aired each week with documentary broadcasts from military posts.
	Soldiers With Wings 8:00–8:30 p.m. THURSDAY	A variety show presented by air cadets and officers stationed in California and including Hollywood guest talent.
	Green Valley, U.S.A. 7:30–8:00 p.m. EACH WEDNESDAY	Himan Brown produces and directs these programs of simple human dramas about a typical small town and its war effort contributions.

Cheers From the Camps 7:30–10:30 p.m. EACH TUESDAY	With talent recruited from a different army camp each week, Ted Husing MCs this travelling morale show.	WAR PROGRAMS
They Live Forever 10:30–11:00 p.m. EACH SUNDAY (Starting October 27) 9:30–10:00 p.m. EACH TUESDAY	American sacrifice courage, and heroism, are vividly dramatized in this series about men and women who gave their lives in this war.	
Youth On Parade 10:00–10:30 a.m. EACH SATURDAY	A new program series which reports the constructive wartime activities of boys and girls throughout the nation originates in Boston. The orchestra is directed by Del Castillo.	
Commandos 8:00–8:30 p.m. EACH SUNDAY	A dramatized account of the exploits of American, Canadian, and British commandos.	
Calling Pan-America 6:15–6:45 p.m. EACH SATURDAY	CBS draws the Americas closer together. Heard throughout the western hemisphere, this new series "calls" a different nation to the microphone with a vivid radio-picture of its daily life and culture.	
God's Country 11:15–11:30 a.m. EACH SATURDAY	Milton Bacon tells stories of America's small towns and the way of life they represent. Private Burl Ives sings songs of the region.	
Lou Holtz in Time Out for Laughs 7:15–7:30 p.m. EACH SUNDAY	Lou Holtz tells his famous stories and Mildred Bailey sings with Jeff Alexander's Orchestra.	LIGHT ENTERTAINMENT
Mary Small 10:45–11:00 p.m. TUESDAY AND THURSDAY	Popular songs are featured by this artist, accompanied by Walter Gross' Orchestra.	

LIGHT ENTERTAINMENT *Continued*	**Sing Along** 5:30–5:45 p.m. MONDAY THRU FRIDAY	This program provides a golden opportunity for all bathroom baritones and kitchen contraltos. It invites the listener to act as soloist, with the accompaniment of the Landt Trio.
	Are You a Genius? 5:00–5:15 p.m. MONDAY THRU FRIDAY	Ernest Chappell MC's this quiz show which features Walter Gross' Orchestra and Jerry Wayne, William Spier produces.
	Delta Rhythm Boys **Four Clubmen, Symphonettes** VARIOUS HOURS	These harmony groups are featured on the Columbia Network through the week. Each group has its own distinctive vocal style.
	Dance Orchestra VARIOUS HOURS MONDAY THRU SUNDAY	America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening.
SERIOUS MUSIC	**New York Philharmonic Symphony Orchestra** 3:00–4:30 p.m. EACH SUNDAY (Starts October 25)	The New York Philharmonic-Symphony Orchestra is broadcasting for the thirteenth consecutive year on CBS. Bruno Walter, Dr. Artur Rodzinski, and Dimitri Mitropoulos conduct. Deems Taylor is the intermission commentator.
	Cleveland Orchestra 5:00–6:00 p.m. EACH SATURDAY (Starts October 24) 3:00–4:30 p.m. SUNDAY, OCTOBER 11 AND 18	WGAR and CBS present the famous Cleveland Orchestra in a series of symphony concerts originating from Severance Hall in Cleveland. Dr. Artur Rodzinski conducts the orchestra. Rudolph Ringwall is associate conductor. Dr. Rodzinski will conduct the orchestra in two Sunday concerts including a special performance of the Shostakovich Seventh Symphony on October 18.
	Budapest String Quartet 11:05–12:00 noon EACH SUNDAY **Coolidge String Quartet** (Starts November 22)	From the Library of Congress in Washington, D. C., CBS airs these programs of chamber music by these famed instrumental groups. The Budapest String Quartet is sponsored by the Whittal Foundation and the Coolidge String Quartet is broadcast under the auspices of the Coolidge Foundation.
	E. Power Biggs, Organist 9:15–9:45 a.m. EACH SUNDAY	Playing on the remarkable organ in the Germanic Museum at Harvard University, this noted musician broadcasts the world's finest organ music.

PROGRAM AND TIME		
Eileen Farrell and the Columbia Concert Orchestra 10:30–11:00 p.m. EACH SATURDAY	This young soprano is featured in a series of programs of concert songs, operatic arias, and light opera favorites. Howard Barlow conducts.	SERIOUS MUSIC
Columbia's Weekday Schedule of Fine Music MONDAY THRU FRIDAY	This is an unusual series of programs, embracing great symphonic, vocal and chamber music works. It includes seldom-performed American works, standard and little-known concerti, and great songs of all the ages. Mondays: 3:30 to 4:00 p.m., Columbia Concert Orchestra conducted by Bernard Herrmann and vocal artists. Starts November 9: Wanda Landowska, harpsichordist, and the Columbia Concert Orchestra. Tuesdays: 3:30 to 4:00 p.m., Keyboard Concert Series with eminent pianists. Wednesdays: 3:30 to 4:00 p.m., Songs of the Centuries with a variety of young singers and the Columbia Concert Orchestra, Howard Barlow, conducting. Thursdays: 3:30 to 4:00 p.m., Exploring Music with Bernard Herrmann. Fridays: 3:30 to 4:00 p.m., Russian-American Festival Series, Bernard Herrmann conducting. Starts October 30: From the Eastman School of Music, Mr. Howard Hanson director, the Eastman Symphony and the Eastman-Rochester Symphony will broadcast a series of concerts.	
CBS ADULT EDUCATION BOARD	"Invitation to Learning" and "The People's Platform" are presentation of the Department of Education, arranged with the counsel of Columbia's Adult Education Board. Members of the Board of representative of the nation's leading educators and publicists. LYMAN BRYSON, chairman — HENRY R. LUCE STRINGFELLOW BARR — SPENCER MILLER, JR. WILLIAM BENTON — RUTH BRYAN ROHDE HARRY WOODBURN CHASE — THOMAS V. SMITH ROBERT I. GANNON, S.J. — WILLIAM ALLEN WHITE ALVIN S. JOHNSON — RAY LYMAN WILBUR JOSEPH H. WILLITS	EDUCATIONAL PROGRAMS

School of the Air of the Americas

9:15–9:45 a.m.
(Eastern Time Zone)
2:30–2:55 p.m.
(Central Time Zone)
9:30–10:00 a.m.
(Mountain Time Zone)
1:30–2:00 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

The School of the Air of the Americas, now broadcast in the Latin American Republics under the guidance of a Pan American Council, is in its fourteenth year on CBS. An estimated 5,000,000 students in the United States alone listen regularly to the series. The School of the Air is officially sponsored by the O.W.I. to get messages to children, teachers, and parents.

MONDAYS — *Science at Work*

OCTOBER 5: What Is Science
OCTOBER 19: Building Machinery.
OCTOBER 26: Liquid Power.
NOVEMBER 2: Power in the Air.

TUESDAYS — *Music on a Holiday*

OCTOBER 6: Music on a Holiday.
OCTOBER 13: Columbus Day.
OCTOBER 20: Alaska Day.
OCTOBER 27: Navy Day.

WEDNESDAYS — *New Horizons*

OCTOBER 7: Columbus Eclipses the Moon.
OCTOBER 14: Cabot Discovers "Land of Cod".
OCTOBER 21—Cuba, Springboard for Conquest.
OCTOBER 28: Mexico's Tragic Emperor.

THURSDAYS — *Tales from Far and Near*

OCTOBER 8: Augustus and the Mountains.
OCTOBER 15: Young Mac of Fort Vancouver.
OCTOBER 22: Call It Courage.
OCTOBER 29: Young Hickory.

FRIDAY — *This Living World*

OCTOBER 9: The United Nations.
OCTOBER 16: War on the Home Front.
OCTOBER 23: Sea Power Today.
OCTOBER 30: Democracy in Action.

PROGRAM AND TIME	DESCRIPTION
Invitation to Learning 1:35–2:00 p.m. EACH SUNDAY	This series invites listeners to read or re-read the world's great books discussed by Mark Van Doren and special guests. OCTOBER 4: The Holy Bible. *The Epistles of St. Paul to the Corinthians.* OCTOBER 11: Confucius. *Wisdom.* OCTOBER 18: Ralph Waldo Emerson. *English Traits.* Washington Irving. *Sketch Book.* OCTOBER 25: Baldassare Castiglione. *The Book of the Courtier.*
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and an informal exchange of ideas.
Columbia's Country Journal 1:00–1:30 p.m. EACH SATURDAY	Charles Stookey, Columbia's director of agricultural programs, presents a roundup of farm news, and interviews distinguished agricultural authorities and leaders. From Washington, Charles Worcester summarizes the week's agricultural news.
Living Art 4:30–4:45 p.m. EACH TUESDAY	These programs stress the beauty of things outside museums and covers art from the advertising posters to the paintings in "The National Gallery".
Highways to Health 4:30–4:45 p.m. EACH THURSDAY	A series of instructive medical talks arranged by the N. Y. Academy of Medicine.
Exploring Space 4:30–4:45 p.m. EACH FRIDAY	Professor William H. Barton, Jr., Curator of the New York Hayden Planetarium, delves into the fascinating study of the stars and the planets.
Of Men and Books 4:30–4:45 p.m. EACH WEDNESDAY	Professor John T. Frederick of the Medill School of Journalism, Northwestern University, discusses recently published books and brings their authors to the CBS microphone.

EDUCATIONAL PROGRAMS *Continued*	**Adventures in Science** 1:30–1:45 p.m. EACH SATURDAY	Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.
CHILDREN'S PROGRAMS	**Let's Pretend** 11:30–12:00 noon EACH SATURDAY	This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has in 1941 won awards from the Women's Press Club, Motion Picture Daily, and Ohio State University.
PERSONALITIES	**The Garden Gate** 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds and insects, and advises on gardening in wartime. Washington reports on the War Garden Drive.
RELIGIOUS BROADCASTS	**Church of the Air** 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	The Church of the Air is in its twelfth consecutive year of Sunday morning and afternoon religious broadcasts. The pulpit of Columbia's Church of the Air is available, impartially, to major religious faiths in America, and speakers who use this pulpit enjoy freedom of expression, so long as their messages in no way attack the religious faith of others.
	Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which also features the 30 voice Wings Over Jordan Choir.

PROGRAM AND TIME	DESCRIPTION	
News and News Features In English: 6:30–6:45 a.m., 10:30–10:45 a.m. 10:45–11:00 a.m. 2:30–2:45 p.m., 2:45–3:00 p.m. 4:30–4:45 p.m. In French: 8:00–8:15 a.m., 8:15–8:30 a.m. 11:00–11:15 a.m., 11:15–11:30 a.m., 2:00–2:15 p.m., 2:15–2:30 p.m., 4:15–4:30 p.m. In German: 8:30–8:45 a.m., 8:45–9:00 a.m. 10:00–10:15 a.m., 10:15–10:30 a.m., 1:00–1:15 p.m., 1:15–1:30 p.m., 4:00–4:15 p.m. In Italian: 9:00–9:15 a.m., 9:15–9:30 a.m. 12:00 noon–12:15 p.m., 12:15–12:30 p.m., 3:00–3:15 p.m. 3:15–3:30 p.m. In Polish: 12:45–1:00 p.m., 3:45–4:00 p.m. In Serbo-Croatian: 12:30–12:45 p.m., 3:30–3:45 p.m. In Dutch: 1:30–1:45 p.m. In Czech: 9:45–10:00 a.m., 1:45–2:00 p.m. In Turkish: 11:45–12:00 noon In Arabic: 11:30–11:45 a.m.	News in ten languages—a comprehensive schedule of thirty-four fifteen-minute periods per day, more than three hundred per week—is now directed to shortwave listeners in Europe, Africa, and the Near East by Columbia's powerful international stations, WCBX, WCRC and WCDA. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is afternoon and evening in Europe. The languages include English, French, Italian, German, Polish, Serbo-Croatian, Dutch, Czech, Arabic, and Turkish. A staff of fifty persons is required to build these broadcasts, all news stemming from a central news room located in newly-constructed quarters in the CBS Studio Building. All the news services and facilities available to the network itself have been installed there.	**SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE NEAR EAST** *WCBX New York* *WCRC New York* *WCDA New York*
News and News Features In Spanish: 4:00–4:15 p.m., 6:45–7:00 p.m. 7:00–7:15 p.m., 8:45–9:00 p.m. 10:00–10:15 p.m. In Portuguese: 4:00–4:15 p.m., 6:45–7:00 p.m. 8:45–9:00 p.m. In English: 10:45–11:00 p.m.	From late afternoon to late evening, WCBX, WCRC, and WCDA direct their powerful beams to Latin America. These broadcasts, in Spanish and Portuguese, bring to Columbia's new Network of the Americas—La Cadena de las Americas—a growing parade of the best entertainment in the hemisphere. News leads off Columbia's Latin American broadcasting each day, and other news and news-feature periods are transmitted throughout the evening.	**SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA** *WCBX New York* *WCRC New York* *WCDA New York*

SPECIAL BROADCASTS: SUMMER

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of Summer programs which were arranged too late for inclusion in the last issue of THE COLUMBIA PROGRAM BOOK.

SPECIAL EVENTS

JULY 25: Ted Husing, assisted by Jimmy Dolan, covered the Yonkers Handicap in a broadcast from the Empire City racetrack, 4:30–5:00 p.m.

AUGUST 25: Katharine Lenroot, chief of the Department of Labor's Children's Bureau, Mrs. Eugene Meyer, member of the Commission on Children in Wartime of the Labor Department's Children's Bureau, and Charles Taft, assistant director of the Office of Defense Health and Welfare, participated in a round-table forum on "Children of Working Mothers", 10:30–10:45 p.m.

AUGUST 28: David E. Lilienthal, chairman of the Tennessee Valley Authority spoke in connection with the third Conference on Science, Philosophy and Religion, 4:30–4:45 p.m.

AUGUST 29: Lincoln MacVeagh, U. S. Minister to South Africa, Marshall R. Dimock, Director of Recruitment and Manning (cq) of the War Shipping Administration, and Laird Archer, member of the board of directors of the Greek War Relief Association, were heard in a special program under the auspices of the Greek War Relief Association. 10:15–10:30 p.m.

AUGUST 30: Rear Admiral Ross T. McIntire, Surgeon General of the U. S. Navy; Dr. Frank H. Lahey, chairman of the Procurement and Assignment Service of the War Manpower Commission; Dr. Warren Draper, Assistant Surgeon General of the United States Public Health Service and Major General James C. Mason, Surgeon General of the United States Army, participated in a round-table discussion on "Measures to Insure Adequate Medical Services for the Nation's Civilians and Armed Forces", 11:05–11:30 a.m.

SEPTEMBER 4: Garfield Swift, Charro Gil Trio, Eva Garzu, Juan Arvizu, and Alfredo Antonini's orchestra appeared in a special variety program for the hemispheric audience, 8:30–8:55 p.m.

SEPTEMBER 5: Ted Husing and Jimmy Dolan broadcast the running of the Woodmere Claiming Stakes, 4:30–5:00 p.m.

PUBLIC AFFAIRS

JULY 9: Anthony J. Drexel Biddle, Jr., American Ambassador to the Governments-in-Exile spoke on "The Spirit and Activities of the Allied Governments and Their Forces", 10:30–10:45 p.m.

JULY 14: Harold L. Ickes, Secretary of the Interior, spoke in connection with the celebration of Bastille Day under the auspices of France Forever, 10:30–10:45 p.m.

JULY 16: Andre Michalopoulos, Greek Minister of Information spoke on the subject of conditions in Greece under the Nazis, 10:30–10:45 p.m.

AUGUST 2: Vice Admiral R. R. Waesche talked about the "War Effort of the Coast Guard" from the Mall in Boston. 7:00–7:15 p.m.

AUGUST 2: R. J. Thomas, president of the United Automobile Workers spoke on "Labor Reports", 12:00–12:15 p.m.

AUGUST 4: Representative Samuel Dickstein delivered an address on "The Challenge for Service in the Navy", 10:30–10:45 p.m.

AUGUST 10: S. Stanwood Menken, founder of the National Security League and honorary chairman of the Minute Men of America spoke on "America's Pledge to Freedom" on the occasion of the first anniversary of The Atlantic Charter, 7:15–7:30 p.m.

AUGUST 18: Dr. Lin Yutang, author, lecturer, and philosopher, discussed the Indian crises, 10:30–10:45 p.m.

AUGUST 22: Beardsley Ruml, chairman of the Federal Reserve Bank of New York and treasurer of R. H. Macy and Company, spoke on "Pay As You Go Taxation", 10:15–10:30 p.m.

SEPTEMBER 7: Lieutenant General Henry H. Arnold, commanding general of the U.S. Army Air Force, addressed the C.I.O. and A. F. of L. on Labor Day, 3:15–3:30 p.m.

SEPTEMBER 7: President Franklin D. Roosevelt addressed the nation in a Labor Day broadcast on inflation and the rising cost of living.

SEPTEMBER 10: Jesse Jones, U. S. Secretary of Commerce, discussed the importance of free courses in aviation in a talk "Pre-Flight Training in American Schools", 10:30–10:45 p.m.

SEPTEMBER 10: Rabbi Simon Greenberg, William Rosenwald, and the Temple Emanu-El ensemble appeared in a Rosh Hoshanah broadcast of the United Jewish Appeal, 6:15–6:30 p.m.

SEPTEMBER 17: Dr. George N. Shuster, president of Hunter College and Ernest Angell, president of the Council for Democracy, discussed "Shall We Reclassify Enemy Aliens?" 10:30–10:45 p.m.

CBS Program Book
Supplement for November
to be tipped in here

CBS Program Book
Supplement for December
to be tipped in here

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CBS PROGRAM BOOK SUPPLEMENT • NOVEMBER

1942

NEW CBS SPONSORED PROGRAMS

GENERAL FOODS CORPORATION *(388th Week on CBS)* **Those We Love** *Drama*	Sunday 2:00–2:30 p.m. 116 CBS Stations ORIGINATES: KNX	Grapenuts, Wheatmeal *Young & Rubicam, Inc.*
LOCKHEED AIRCRAFT CORP. **To be determined** Aviation dramas with Orson Welles (Starts November 9)	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 57 CBS Stations ORIGINATES: KNX *Short Wave to AEF* *Wed. 6:45–7:00 a.m.*	Institutional *Lord & Thomas*
NORTHERN PUMP COMPANY **Great Lakes Training School Graduation** (October 28 only)	Wednesday 5:00–5:30 p.m. 116 CBS Stations ORIGINATES: GREAT LAKES, ILLINOIS	Institutional *Batten, Barton, Durstine & Osborn, Inc.*
PHILCO CORPORATION *(337th Week on CBS)* **Our Secret Weapon** Rex Stout debunks Axis Propaganda	Friday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 119 CBS Stations ORIGINATES: WABC *Short Wave to AEF* *Sun. 6:45–7:00 a.m.*	Institutional *Sayre M. Ramsdell Associates, Inc.*
R. J. REYNOLDS TOBACCO CO. *(495th Week on CBS)* **Thanks to the Yanks** Quiz Program with Bob Hawk	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 115 CBS Stations ORIGINATES: WABC *Short Wave to AEF* *Tues. 7:15–7:45 a.m.*	Camel Cigarettes *William Esty & Co., Inc.*

CBS PROGRAM BOOK SUPPLEMENT • DECEMBER

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NEW CBS SPONSORED PROGRAMS

ELGIN NATIONAL WATCH CO. *(18th Week on CBS)*	Thursday 4:00–6:00 p.m. 116 CBS stations	Institutional *J. Walter Thompson Co.*
Variety program November 26 only		
Variety program December 25 only	Friday 4:00–6:00 p.m. 116 CBS stations	Institutional *J. Walter Thompson Co.*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Cancel all short wave rebroadcasts to AEF Facilities leased to U. S. Government.

Page 6	**CHESEBROUGH MFG. CO.**	"Dr. Christian" now broadcast over 113 CBS stations.
Page 6	**COCA-COLA COMPANY**	Ted Cott replaces Albert Spalding as master of ceremonies.
Page 6	**CONTINENTAL BAKING CO.**	Program originates: WBBM
Page 7	**CORN PRODUCTS REFINING CO.**	"Stage Door Canteen" program now broadcast over 53 CBS stations.
Page 7	**EMERSON DRUG COMPANY**	"Vox Pop" program now broadcast over 76 CBS stations.
Page 8	**GENERAL FOODS CORPORATION**	Cancel rebroadcast of "Joyce Jordan" program. Rebroadcast stations shifted to early show.

STANDARD OIL CO. OF N. J. *(91st Week on CBS)* **Army-Navy Football Game** (November 28 only)	Saturday 1:30–4:00 p.m. 47 CBS Stations ORIGINATES: ANNAPOLIS	Esso Gas & Oil *Marschalk & Pratt, Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS

MENTHOLATUM COMPANY **William Winter** *News Analyst*	Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW	Mentholatum Salve *J. Walter Thompson Co.*
SMITH BROTHERS *(93rd Week on CBS)* **Dick Joy** *News* (Starts November 17) **Nelson Pringle** *News Analyst* (Starts November 16)	Tuesday 9:25–9:30 p.m. PWT Thursday 8:55–9:00 p.m. PWT ORIGINATES: KNX Mon., Wed. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Cough Drops *J. D. Tarcher & Co.*
TIDEWATER ASSOCIATED OIL CO. *(152nd Week on CBS)* **Football Play-by-Play**	Saturday 2:15–4:00 p.m. PWT *(approximately)* ORIGINATES: VARIOUS POINTS	Gas & Oil *Lord & Thomas*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 5	**CALIFORNIA FRUIT GROWERS EXCHANGE**	Change listing of "Hedda Hopper's Hollywood" to "Today at the Duncans".
Page 5	**CAMPBELL SOUP COMPANY**	Change origination of "Amos 'n' Andy" from WABC to KNX.
Page 6	**COLGATE-PALMOLIVE-PEET CO.**	"Al Jolson", rebroadcast by Short Wave to AEF Saturday, 9:30-9:55 a.m.
Page 7	**CORN PRODUCTS REFINING CO.**	Cancel Short Wave to AEF.

Page 8	**GENERAL MILLS, INC.**	Change rebroadcast of "Kitty Foyle" program to 11:30–11:45 a.m. Change rebroadcast of "Valiant Lady" program to 11:15–11:30 a.m.
Page 10	**LEVER BROTHERS COMPANY**	Cancel rebroadcast of "Aunt Jenny" program. Rebroadcast stations shifted to early show.
Page 12	**PILLSBURY FLOUR MILLS CO.**	Cancel program.
November Supplement	**LOCKHEED AIRCRAFT CORP.**	Name of program is "Ceiling Unlimited".
MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS		
Page 15	**COLONIAL DAMES, INC.**	Change listing to "'Find the Woman' with Perry Ward."
Page 15	**GENERAL MILLS, INC.**	Shift "Sam Hayes" program to Mon. thru Fri. 4:15–4:30 p.m. PWT.
Page 16	**PETER PAUL, INC.**	Change listing to "Truman Bradley—News" Mon. and Fri.; "Bob Andersen—News" Wed.
Page 16	**PLANTERS NUT AND CHOCOLATE COMPANY**	Shift "William Winter" program to Mon. thru Fri. 12:30–12:45 p.m. PWT.

Page 7	**CURTISS CANDY COMPANY**	Change listing of "News with Jackson Wheeler" to "News—with Warren Sweeney".
Page 7	**EVERSHARP, INC.**	Change origination from WABC to KNX.
Page 8	**GENERAL MILLS, INC.**	Change listing of "Stories America Loves" to "Kitty Foyle". Change product on "Valiant Lady" from "Softasilk" to "Bisquick".
Page 8	**GULF OIL CORPORATION**	Change origination from KNX to WABC.
Page 9	**INTERNATIONAL SILVER CO.**	"Edward R. Murrow" program now using 58 CBS stations.
Page 9	**IRONIZED YEAST CO., INC.**	Change origination from WABC to KNX.
Page 9	**LADY ESTHER, LTD.**	Change listing of "Freddy Martin and his orchestra" to "Screen Guild Players". Program now using 116 CBS stations.
Page 10	**LEVER BROTHERS COMPANY**	Change product on "Bright Horizon" program to "Swan Soap" and advertising agency to Young & Rubicam, Inc.
Page 11	**P. LORILLARD COMPANY**	"Nelson Eddy" program now using 115 CBS stations.
Page 11	**PARKER PEN COMPANY**	"Eric Sevareid" program now using 115 CBS stations.

Page 8	**GENERAL MILLS, INC.**	Change rebroadcast of "Kitty Foyle" program to 11:30–11:45 a.m. Change rebroadcast of "Valiant Lady" program to 11:15–11:30 a.m.
Page 10	**LEVER BROTHERS COMPANY**	Cancel rebroadcast of "Aunt Jenny" program. Rebroadcast stations shifted to early show.
Page 12	**PILLSBURY FLOUR MILLS CO.**	Cancel program.
November Supplement	**LOCKHEED AIRCRAFT CORP.**	Name of program is "Ceiling Unlimited".
NORTHWEST CONNECTIONS — CBS PACIFIC NETWORK PROGRAMS		
Page 15	**COLONIAL DAMES, INC.**	Change listing to "'Find the Woman' with Perry Ward."
Page 15	**GENERAL MILLS, INC.**	Shift "Sam Hayes" program to Mon. thru Fri. 4:15–4:30 p.m. PWT.
Page 16	**PETER PAUL, INC.**	Change listing to "Truman Bradley—News" Mon. and Fri.; "Bob Andersen—News" Wed.
Page 16	**PLANTERS NUT AND CHOCOLATE COMPANY**	Shift "William Winter" program to Mon. thru Fri. 12:30–12:45 p.m. PWT.

Page 13	**QUAKER OATS COMPANY**	Cancel rebroadcast on "That Brewster Boy".
Page 13	**R. J. REYNOLDS TOBACCO CO.**	Change Short Wave to AEF rebroadcast of "Blondie" to "Camel Caravan".

MONTHLY CORRECTIONS — CBS PACIFIC NETWORK PROGRAMS

Page 15	**COLONIAL DAMES, INC.**	Omit "with Knox Manning" from program listing.
Page 15	**GENERAL PETROLEUM CORP. OF CALIFORNIA**	Cancel program.
Page 15	**LOS ANGELES SOAP COMPANY**	Correct spelling of "Bob Andersen".
Page 16	**MANHATTAN SOAP COMPANY**	Change listing to "Dick Joy—News".
Page 16	**THE MENNEN COMPANY**	Change listing to "Dick Joy—News".
Page 16	**MODE O'DAY SHOPS**	Cancel program.
Page 16	**PETER PAUL, INC.**	Change listing to "Truman Bradley-News" on Monday and Wednesday and "Bob Andersen—News" on Friday.
Page 16	**PLANTERS NUT & CHOCOLATE CO.**	Cancel "Bob Garred Reporting" program.
Page 17	**SOIL OFF MANUFACTURING CO.**	Change listing to "Truman Bradley-News".
Page 17	**J. C. ENO, LTD.**	Correct spelling of Macleans Toothpaste.

Page 8	**GENERAL MILLS, INC.**	Change rebroadcast of "Kitty Foyle" program to 11:30–11:45 a.m. Change rebroadcast of "Valiant Lady" program to 11:15–11:30 a.m.
Page 10	**LEVER BROTHERS COMPANY**	Cancel rebroadcast of "Aunt Jenny" program. Rebroadcast stations shifted to early show.
Page 12	**PILLSBURY FLOUR MILLS CO.**	Cancel program.
November Supplement	**LOCKHEED AIRCRAFT CORP.**	Name of program is "Ceiling Unlimited".
MONTHLY CORRECTIONS - CBS PACIFIC NETWORK PROGRAMS		
Page 15	**COLONIAL DAMES, INC.**	Change listing to "'Find the Woman' with Perry Ward."
Page 15	**GENERAL MILLS, INC.**	Shift "Sam Hayes" program to Mon. thru Fri. 4:15–4:30 p.m. PWT.
Page 16	**PETER PAUL, INC.**	Change listing to "Truman Bradley—News" Mon. and Fri.; "Bob Andersen—News" Wed.
Page 16	**PLANTERS NUT AND CHOCOLATE COMPANY**	Shift "William Winter" program to Mon. thru Fri. 12:30–12:45 p.m. PWT.

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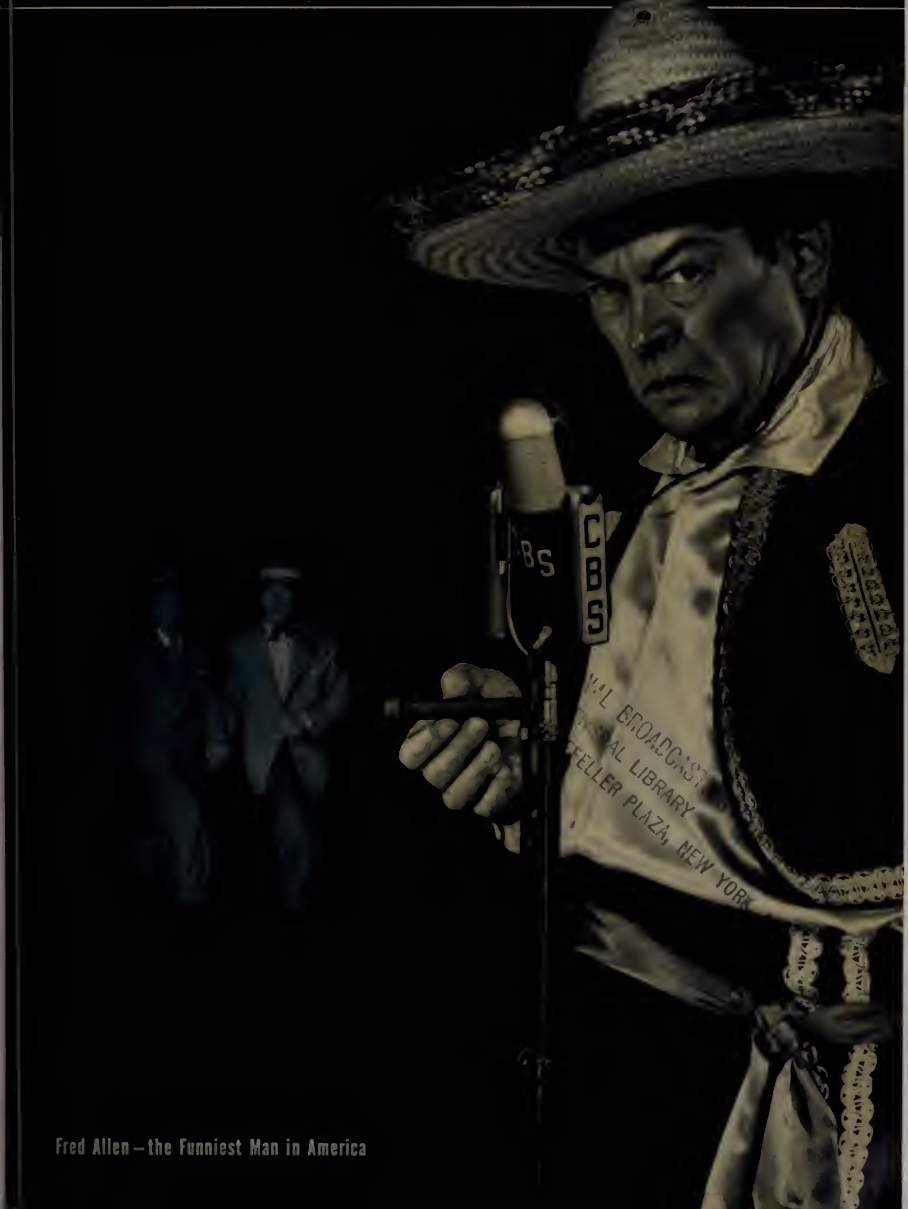

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Fred Allen—the Funniest Man in America

THE COVER: *Fred Allen, master of the ad-lib, whose fast-moving, quip-filled comedy program is heard every Sunday over every CBS station.*

WINTER, 1943

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Published quarterly for advertising executives by

THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

January 1, 1943

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All time listed on the following pages is Eastern War Time unless otherwise indicated.

"Weeks on CBS" as of January 1, 1943

AMERICAN TOBACCO COMPANY *(348th Week on CBS)* **Your Hit Parade** Mark Warnow's Orchestra, Barry Wood, Joan Edwards, Hit Paraders Chorus	Saturday 9:00–9:45 p.m. *Rebroadcast* *12 mid.–12:45 a.m.* 116 CBS stations ORIGINATES: WABC	Lucky Strike Cigarettes *Foote, Cone & Belding*
ANACIN COMPANY *(309th Week on CBS)* **Our Gal, Sunday**	Mon. thru Fri. 12:45–1:00 p.m. 56 CBS stations ORIGINATES: WABC	Anacin *Blackett-Sample-Hummert*
Easy Aces *Serial Comedy-Drama*	Wed., Thurs., Fri. 7:30–7:45 p.m. 47 CBS stations ORIGINATES: WABC	
ARMSTRONG CORK COMPANY *(65th Week on CBS)* **Armstrong's Theatre of Today** *Drama*	Saturday 12 noon–12:30 p.m. 116 CBS stations ORIGINATES: WABC	Armstrong's Quaker Rugs *Batten, Barton, Durstin & Osborn, Inc.*
B. T. BABBITT, INC. *(74th Week on CBS)* **David Harum** *Serial drama*	Mon. thru Fri. 3:00–3:15 p.m. 13 CBS stations ORIGINATES: WABC	Bab-O *Duane Jones Co.*
+BARBASOL COMPANY *(286th Week on CBS)* **+John B. Kennedy** *News*	Mon. and Fri. 6:00–6:10 p.m. 37 CBS stations ORIGINATES: WABC	Barbasol Shaving Cream *Erwin Wasey & Co., In*
BAYER COMPANY *(379th Week on CBS)* **American Melody Hour** with Vivian della Chiesa, Conrad Thibault, Remo Bolognini, orchestra and chorus	Tuesday 7:30–8:00 p.m. 77 CBS stations ORIGINATES: WABC	Bayer Aspirin *Blackett-Sample-Hummert*
Second Husband *Serial drama*	Thurs., Fri. 11:15–11:30 a.m. 40 CBS stations ORIGINATES: WABC	

+Program or client not listed in Fall Program Book.

SHOWS AND PERSONS	TIME	PRODUCT AND AGENCY
BISODOL COMPANY *(517th Week on CBS)* **The Romance of Helen Trent** *Serial drama*	Wed., Thurs., Fri. 12:30–12:45 p.m. 51 CBS stations ORIGINATES: WBBM	Bisodol *Blackett-Sample-Hummert*
BOWEY'S, INC. *(188th Week on CBS)* **Stars Over Hollywood** Original drama with Knox Manning, MC, and guest stars	Saturday 12:30–1:00 p.m. 46 CBS stations ORIGINATES: KNX	Dari-Rich Products *Sorenson & Company*
CALIFORNIA FRUIT GROWERS EXCHANGE *(191st Week on CBS)* **+Today at the Duncans** *Serial drama*	Mon., Wed., Fri. 6:15–6:30 p.m. 41 CBS stations ORIGINATES: KNX	Sunkist Oranges Sunkist Lemons *Foote, Cone & Belding*
CAMPBELL SOUP COMPANY *(421st Week on CBS)* **Amos 'n' Andy** *Serial comedy-drama* **Radio Reader's Digest** with Conrad Nagel, Lyn Murray's orchestra, and guest stars	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 62 CBS stations ORIGINATES: KNX Sunday 9:00–9:30 p.m. 65 CBS stations ORIGINATES: WABC	Campbell's Soups Campbell's Tomato Juice Campbell's Pork and Beans *Ward Wheelock Company*
CELANESE CORPORATION OF AMERICA *(52nd Week on CBS)* **Great Moments in Music** with Jean Tennyson and guest stars *Musical program*	Wednesday 10:00–10:30 p.m. 116 CBS stations ORIGINATES: WABC	Celanese Products *Young & Rubicam, Inc.*
CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED *(217th Week on CBS)* **Dr. Christian** with Jean Hersholt	Wednesday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 114 CBS stations ORIGINATES: KNX	Vaseline Preparations *McCann-Erickson, Inc.*

+Program or client not listed in Fall Program Book.

CHRYSLER CORPORATION *(356th Week on CBS)* **Major Bowes' Amateurs**	Thursday 9:00–9:30 p.m. 61 CBS stations ORIGINATES: WABC	Institutional *Ruthrauff & Ryan, Inc.*
COCA-COLA COMPANY *(176th Week on CBS)* **Pause That Refreshes On the Air** with Andre Kostelanetz and his 45-piece orchestra, Ted Cott, and guest soloists *Music*	Sunday 4:30–5:00 p.m. 118 CBS stations ORIGINATES: WABC	Coca-Cola *D'Arcy Advertising Company, Inc.*
COLGATE-PALMOLIVE-PEET COMPANY *(364th Week on CBS)* **Al Jolson** with Parkyakarkus, Shakyakarkus, Carol Bruce, Fred Uttal and Ray Bloch's Orchestra	Tuesday 8:30–8:55 p.m. *Rebroadcast 12:00 mid.–12:25 a.m.* 77 CBS stations ORIGINATES: WABC	Colgate Tooth Powder *Sherman & Marquette, Inc.*
Hobby Lobby with Dave Elman and Harry Salter's Orchestra	Saturday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 73 CBS stations ORIGINATES: WABC	Palmolive Shave Cream *Ted Bates, Inc.*
CONTINENTAL BAKING CO., INC. *(417th Week on CBS)* **Bachelor's Children** *Serial drama*	Mon. thru Fri. 10:45–11:00 a.m. *Rebroadcast 3:45–4:00 p.m.* 45 CBS stations ORIGINATES: WABC	Wonder Bread *Ted Bates, Inc.*
CONTINENTAL RADIO & TELEVISION CORP. *(13th Week on CBS)* **World News Today** *News*	Sunday 2:30–2:55 p.m. 42 CBS stations ORIGINATES: WABC	Admiral Radio Institutional *Cruttenden & Eger*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
CORN PRODUCTS REFINING CO. *(326th Week on CBS)* **Stage Door Canteen** *Variety*	Thursday 9:30–10:00 p.m. 52 CBS stations ORIGINATES: WABC	Mazola *C. L. Miller Company*
CURTISS CANDY COMPANY *(118th Week on CBS)* **News** with Warren Sweeney	Sat., Sun. 11:00–11:05 a.m. 113 CBS stations ORIGINATES: WABC	Candy *C. L. Miller Company*
EMERSON DRUG COMPANY *(139th Week on CBS)* **Vox Pop** with Parks Johnson and Warren Hull *Interviews*	Monday 8:00–8:30 p.m. 75 CBS stations ORIGINATES: ON TOUR	Bromo-Seltzer *Ruthrauff & Ryan, Inc.*
EVERSHARP, INC. *(170th Week on CBS)* **Take It or Leave It** with Phil Baker *Quiz*	Sunday 10:00–10:30 p.m. 116 CBS stations ORIGINATES: WABC	Eversharp Pens and Pencils *The Biow Company*
GENERAL ELECTRIC CO. *(44th Week on CBS)* **Frazier Hunt** *News and comments*	Tues., Thurs., Sat. 6:00–6:15 p.m. *Rebroadcast* *10:45–11:00 p.m.* 51 CBS stations ORIGINATES: WABC	Institutional *Maxon, Inc.*
GENERAL FOODS CORPORATION *(401st Week on CBS)* **Kate Smith Hour** with Kate Smith, Ted Collins, Jack Miller and his orchestra and guest stars *Music, comedy and drama*	Friday 8:00–8:30 p.m. *Rebroadcast* *12:00 mid.–12:30 a.m.* 116 CBS stations ORIGINATES: WABC	Jell-O Jell-O Puddings *Young & Rubicam, Inc.*

GENERAL FOODS CORPORATION *Continued*	Thursday	Sanka, Post Toasties
+The Adventures of the Thin Man *Mystery* (Starts January 8)	8:30–8:55 p.m. *Rebroadcast 12:30–12:55 a.m.* 115 CBS stations ORIGINATES: WABC	*Benton & Bowles, Inc.*
+Those We Love *Drama*	Sunday 2:00–2:30 p.m. 116 CBS stations ORIGINATES: KNX	Grape Nuts, Grapenuts Wheatmeal *Young & Rubicam, Inc.*
William L. Shirer *News*	Sunday 5:45–6:00 p.m. 81 CBS stations ORIGINATES: WABC	Sanka Coffee *Young & Rubicam, Inc.*
Kate Smith Speaks Ted Collins with the News *Talks and news*	Mon. thru Fri. 12 noon–12:15 p.m. 73 CBS stations ORIGINATES: WABC	Swansdown Cake Flour Calumet *Young & Rubicam, Inc.*
Joyce Jordan, M.D. *Serial drama*	Mon. thru Fri. 2:15–2:30 p.m. 77 CBS stations ORIGINATES: WABC	La France Post's Raisin Bran *Young & Rubicam, Inc.*
Young Dr. Malone *Serial drama*	Mon. thru Fri. 2:00–2:15 p.m. 88 CBS stations ORIGINATES: WABC	Post Toasties *Benton & Bowles, Inc.*
We Love and Learn *Serial drama*	Mon. thru Fri. 2:30–2:45 p.m. 91 CBS stations ORIGINATES: WABC	Grape Nuts Flakes Wheatmeal *Young & Rubicam, Inc.*
GENERAL MILLS, INC. *(449th Week on CBS)*	Mon. thru Fri. 10:15–10:30 a.m. *Rebroadcast 11:30–11:45 a.m.* 42 CBS stations ORIGINATES: WABC	Wheaties *Knox Reeves Advertising, Inc.*
+Kitty Foyle *Serial drama*		
Valiant Lady *Serial drama*	Mon. thru Fri. 10:00–10:15 a.m. *Rebroadcast 11:15–11:30 a.m.* 41 CBS stations ORIGINATES: WABC	Bisquick *Knox Reeves Advertising, Inc.*

+Program or client not listed in Fall Program Book.

+GILLETTE SAFETY RAZOR CO. *(107th Week on CBS)* **+Orange Bowl Football Game** with Ted Husing *Play-by-play description*	Friday January 1 59 CBS stations ORIGINATES: WQAM	Razors, Blades and Shaving Cream *Maxon, Inc.*
GULF OIL CORPORATION *(464th Week on CBS)* **We, the People, at War** with Milo Boulton and Oscar Bradley's orchestra *Real life experiences*	Sunday 7:30–8:00 p.m. 79 CBS stations ORIGINATES: WABC	Motor Oil and Gas *Young & Rubicam, Inc.*
INTERNATIONAL SILVER COMPANY *(251st Week on CBS)* **Edward R. Murrow** Broadcasting from London *News*	Sunday 6:00–6:15 p.m. 59 CBS stations ORIGINATES: LONDON	International Sterling and 1847 Rogers Bros. Silverplate *Young & Rubicam, Inc.*
IRONIZED YEAST CO., INC. *(175th Week on CBS)* **Lights Out** *Mystery-drama*	Tuesday 8:00–8:30 p.m. *Rebroadcast* *11:30–12 mid.* 75 CBS stations ORIGINATES: KNX	Ironized Yeast *Ruthrauff & Ryan, Inc.*
JOHNS-MANVILLE CORPORATION *(74th Week on CBS)* **Cecil Brown** *News*	Mon. thru Fri. 8:55–9:00 p.m. 58 CBS stations ORIGINATES: WABC	Insulation *J. Walter Thompson Company*
JOHNSON & JOHNSON *(91st Week on CBS)* **Edwin C. Hill** The Human Side of the News	Tuesday 6:15–6:30 p.m. 66 CBS stations ORIGINATES: WABC	Band-Aid *Young & Rubicam, Inc.*

+Program or client not listed in Fall Program Book.

KOLYNOS COMPANY *(517th Week on CBS)*	Mon. and Tuesday 12:30–12:45 p.m. 51 CBS stations ORIGINATES: WRBM	Kolynos *Blackett-Sample-Hummert*
The Romance of Helen Trent *Serial drama*		
Mr. Keen, Tracer of Lost Persons *Mystery-drama*	Wed., Thurs., Fri. 7:45–8:00 p.m. 48 CBS stations ORIGINATES: WABC	Kolynos Toothpaste
LADY ESTHER, LTD. *(473rd Week on CBS)*	Monday 10:00–10:30 p.m. 115 CBS stations ORIGINATES: KNX	Face Powder, Face Cream, Rouge, Lipstick and Nail Polish *Pedlar & Ryan, Inc.*
+Screen Guild Players *Drama*		
LEVER BROTHERS COMPANY *(387th Week on CBS)*	Monday 9:00–10:00 p.m. 116 CBS stations 30 CBC stations ORIGINATES: KNX	Lux Toilet Soap, Lux Flake *J. Walter Thompson Company*
Lux Radio Theater Cecil B. DeMille, director, with stars of stage and screen *Drama*		
Burns and Allen *Comedy*	Tuesday 9:00–9:30 p.m. 114 CBS stations ORIGINATES: KNX	Swan Soap *Young & Rubicam, Inc*
Bob Burns The Arkansas Traveler *Comedy*	Wednesday 9:00–9:30 p.m. 118 CBS stations ORIGINATES: KNX	Lifebuoy *Ruthrauff & Ryan, Inc.*
Mayor of the Town with Lionel Barrymore *Drama*	Wednesday 9:30–10:00 p.m. 118 CBS stations ORIGINATES: KNX	Rinso *Ruthrauff & Ryan, Inc*
Bright Horizon with Richard Kollmar *Serial drama*	Mon. thru Fri. 11:30–11:45 a.m. 46 CBS stations ORIGINATES: WABC	Swan Soap *Young & Rubicam, Inc*
Aunt Jenny's Real Life Stories *Dramatic sketches*	Mon. thru Fri. 11:45–12:00 noon 61 CBS stations 30 CBC stations ORIGINATES: WABC	Spry *Ruthrauff & Ryan, Inc*
Big Sister *Serial drama*	Mon. thru Fri. 12:15–12:30 p.m. 69 CBS stations 30 CBC stations ORIGINATES: WABC	Rinso *Ruthrauff & Ryan, Inc*

+Program or client not listed in Fall Program Book.

LEWIS-HOWE COMPANY *(30th Week on CBS)* **Crumit and Sanderson** *Quiz*	Saturday 8:00–8:30 p.m. 52 CBS stations ORIGINATES: WABC	Tums *Roche, Williams & Cunnyngham, Inc.*
LIGGETT & MYERS TOBACCO COMPANY *(531st Week on CBS)* **Harry James** and his Music Makers *Popular music*	Tues., Wed., Thurs. 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 115 CBS stations ORIGINATES: KNX	Chesterfield Cigarettes *Newell-Emmett Co.*
+LOCKHEED AIRCRAFT CORP. *(8th Week on CBS)* **+Ceiling Unlimited** with Orson Welles *Aviation dramas*	Monday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 56 CBS stations ORIGINATES: KNX	Institutional *Foote, Cone & Belding*
P. LORILLARD COMPANY *(262nd Week on CBS)* **Nelson Eddy** with Nadine Conner, Robert Ambruster's Orchestra and Chorus	Wednesday 8:00–8:30 p.m. 115 CBS stations ORIGINATES: KNX	Old Gold Cigarettes *J. Walter Thompson Co.*
PACIFIC COAST BORAX CO. *(78th Week on CBS)* **Death Valley Days** *Drama*	Thursday 8:30–8:55 p.m. *Rebroadcast* *11:30–11:55 p.m.* 59 CBS stations ORIGINATES: WABC	20 Mule Team Borax, Boraxo 20 Mule Team Borax, Soap Chips *McCann-Erickson, Inc.*
THE PARKER PEN CO. *(27th Week on CBS)* **Eric Sevareid** *News*	Sat., Sun. 8:55–9:00 p.m. 113 CBS stations ORIGINATES: WABC	Quink *J. Walter Thompson Co.*
PET MILK SALES CORPORATION *(476th Week on CBS)* **Saturday Night Serenade** Bill Perry, tenor; Jessica Dragonette, soprano; Warren Sweeney, Gustave Haenschen's Orchestra and Chorus	Saturday 9:45–10:15 p.m. 62 CBS stations ORIGINATES: WABC	Irradiated Pet Milk *Gardner Advertising Company*

+Program or client not listed in Fall Program Book.

PET MILK SALES CORPORATION *Continued* **Mary Lee Taylor** home economist *Household advice*	Tues. and Thurs. 11:00–11:15 a.m. 69 CBS stations ORIGINATES: KMOX	Irradiated Pet Milk *Gardner Advertising Company*
+PHILCO CORPORATION *(346th Week on CBS)* **Our Secret Weapon** Rex Stout debunks Axis propaganda	Friday 7:15–7:30 p.m. *Rebroadcast* *11:15–11:30 p.m.* 118 CBS stations ORIGINATES: WABC	Institutional *Sayre M. Ramsdell Associates, Inc.*
CHARLES H. PHILLIPS CHEMICAL CO. *(268th Week on CBS)* **Amanda of Honeymoon Hill** *Serial drama*	Wed., Thurs., Fri. 10:30–10:45 a.m. 40 CBS stations ORIGINATES: WABC	Phillips Toothpaste & Toothpowder *Blackett-Sample-Hummert*
PHILIP MORRIS & COMPANY, LTD. *(334th Week on CBS)* **The Philip Morris Playhouse** Directed by Charles Martin, with guest stars and Ray Bloch's Orchestra *Drama*	Friday 9:00–9:30 p.m. *Rebroadcast* *11:30 p.m.–12 mid.* 114 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
The Crime Doctor *Mystery-drama*	Sunday 8:30–8:55 p.m. *Rebroadcast* *11:00–11:25 p.m.* 113 CBS stations ORIGINATES: WABC	Philip Morris Cigarettes *The Biow Company*
THE PROCTER & GAMBLE CO. *(427th Week on CBS)* **The Goldbergs** *Serial drama*	Mon. thru Fri. 1:45–2:00 p.m. 60 CBS stations ORIGINATES: WABC	Duz *Compton Advertising, Inc.*
Life Can Be Beautiful *Serial drama*	Mon. thru Fri. 1:00–1:15 p.m. 61 CBS stations 25 CBC stations ORIGINATES: WABC	Ivory Soap *Compton Advertising, Inc.*
Ma Perkins *Serial drama*	Mon. thru Fri. 1:15–1:30 p.m. 60 CBS stations ORIGINATES: WBBM	Oxydol *Blackett-Sample-Hummert*

+Program or client not listed in Fall Program Book.

THE PROCTER & GAMBLE CO. *Continued*	Mon. thru Fri. 1:30–1:45 p.m. 47 CBS stations ORIGINATES: WBBM	Ivory Flakes Crisco *Compton Advertising, Inc.*
Vic and Sade *Serial drama*		
Pepper Young's Family *Serial drama*	Mon. thru Fri. 2:45–3:00 p.m. 25 CBS stations ORIGINATES: WBBM	Camay Chipso, Duz *Pedlar & Ryan, Inc.*
PRUDENTIAL INSURANCE COMPANY OF AMERICA *(187th Week on CBS)*	Sunday 5:00–5:45 p.m. 83 CBS stations ORIGINATES: WABC	Insurance Services *Benton & Bowles, Inc.*
Prudential Family Hour with Gladys Swarthout and Deems Taylor, Al Goodman's Orchestra, and a chorus of mixed voices		
THE QUAKER OATS COMPANY *(58th Week on CBS)*	Friday 9:30–10:00 p.m. 82 CBS stations ORIGINATES: WBBM	Quaker Food Products *Ruthrauff & Ryan, Inc.*
That Brewster Boy *Comedy drama*		
R. J. REYNOLDS TOBACCO COMPANY *(504th Week on CBS)*	Monday 7:30–8:00 p.m. *Rebroadcast* *10:30–11:00 p.m.* 114 CBS stations ORIGINATES: KNX	Camel Cigarettes Prince Albert Smoking Tobacco *William Esty & Company, Inc.*
Blondie The domestic adventures of the Bumsteads *Comedy*		
Camel Caravan with Lanny Ross, Connee Boswell, Xavier Cugat, Margo, Herb Shriner, and Camel Chorus	Friday 10:00–10:45 p.m. 116 CBS stations ORIGINATES: WABC	
+Thanks to the Yanks with Bob Hawk *Quiz*	Saturday 7:30–8:00 p.m. *Rebroadcast* *11:00–11:30 p.m.* 114 CBS stations ORIGINATES: WABC	
SCHUTTER CANDY COMPANY	Sunday 1:45–2:00 p.m. 42 CBS stations ORIGINATES: WABC	Candies *Roche, Williams & Cunnyngham, Inc.*
+Col. Stoopnagle Starts January 10		

+Program or client not listed in Fall Program Book.

E. R. SQUIBB & SONS *(130th Week on CBS)* **Keep Working, Keep Singing, America** with Walter Cassel and David Ross *Songs*	Mon., Wed., Fri. 6:30–6:45 p.m. 59 CBS stations ORIGINATES: WABC	Squibb Products *Geyer, Cornell & Newell, Inc.*
TEXAS COMPANY *(292nd Week on CBS)* **Texaco Star Theatre** starring Fred Allen, Jimmy Wallington, Al Goodman's Orchestra, Portland Hoffa, and guest vocalists *Comedy*	Sunday 9:30–10:00 p.m. 116 CBS stations 11 CBC stations ORIGINATES: WABC	Texaco Products *Buchanan & Co.*
U. S. TOBACCO COMPANY *(396th Week on CBS)* **Gay Nineties Revue** starring Beatrice Kay, Joe E. Howard, MC, Florodora Girls, Elm City Four, Jenny Lynn	Monday 8:30–8:55 p.m. *Rebroadcast 11:30–11:55 p.m.* 63 CBS stations ORIGINATES: WABC	Dill's Best Model Smoking Tobacco *Arthur Kudner, Inc.*
R. L. WATKINS CO. *(22nd Week on CBS)* **Second Husband** *Serial drama*	Mon., Tues., Wed. 11:15–11:30 a.m. 40 CBS stations ORIGINATES: WABC	Dr. Lyons Toothpowder *Blackett-Sample-Hummert*
Amanda of Honeymoon Hill *Serial drama*	Mon., Tues. 10:30–10:45 a.m. 40 CBS stations ORIGINATES: WABC	Mulsified Coconut Oil Shampoo *Blackett-Sample-Hummert*
THE WELCH GRAPE JUICE CO. *(30th Week on CBS)* **Dear John** with Irene Rich *Drama*	Sunday 6:15–6:30 p.m. 66 CBS stations ORIGINATES: KNX	Welch Products *H. W. Kastor & Sons Advertising Co., Inc.*

CLIENT AND PROGRAM	TIME	PRODUCTS AND AGENCY
WM. WRIGLEY, JR., COMPANY *(550th Week on CBS)* **Sergeant Gene Autry** *Air Corps dramatic series*	Sunday 6:30–7:00 p.m. 116 CBS stations ORIGINATES: LUKE FIELD, ARIZ.	Doublemint Gum *J. Walter Thompson Company*
The First Line *Drama*	Thursday 10:00–10:30 p.m. 114 CBS stations ORIGINATES: WBBM	Spearmint Gum *Arthur Meyerhoff & Co.*
Ben Bernie with all the Lads *Musical series*	Mon. thru Fri. 5:45–6:00 p.m. 118 CBS stations ORIGINATES: WBBM	
BROWN & WILLIAMSON TOBACCO CORP. *(37th Week on CBS)* **Harry W. Flannery** *News analyst*	Tues., Thurs., Sat. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Avalon Cigarettes *Russell M. Seeds Co.*
CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION *(42nd Week on CBS)* **Dick Joy and the News** *News analyst*	Saturday 8:55–9:00 p.m. PWT ORIGINATES: KNX	Sunsweet Prunes *Long Advertising Service*
COLONIAL DAMES, INC. *(160th Week on CBS)* **Find the Woman** with Perry Ward	Friday 9:55–10:00 p.m. PWT ORIGINATES: KNX	Cosmetics *Glasser, Gailey & Co.*
J. A. FOLGER & COMPANY *(45th Week on CBS)* **America's Home Front** *Informational series*	Friday 5:15–5:30 p.m. PWT ORIGINATES: KNX	Folger's Coffee *Raymond R. Morgan Co.*
GENERAL CIGAR CO. *(351st Week on CBS)* **William Winter** *News analyst*	Wed., Sun. 9:00–9:15 p.m. PWT ORIGINATES: KQW	Van Dyck Cigars *Federal Advertising Agency, Inc.*

GENERAL MILLS, INC. *(449th Week on CBS)* **Sam Hayes** *News*	Mon. thru Fri. 4:15–4:30 p.m. PWT ORIGINATES: KNX	Drifted Snow Flour *Knox Reeves Advertising Inc.*
LOS ANGELES SOAP COMPANY *(169th Week on CBS)* **Bob Andersen** *News*	Mon. thru Fri. 12:15–12:30 p.m. PWT ORIGINATES: KNX	White King Soap Sierra Pine Soap *Raymond R. Morgan Co.*
MANHATTAN SOAP CO. *(98th Week on CBS)* **Dick Joy** *News*	Mon., Wed., Fri. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Sweetheart Soap *Franklin Bruck Advertising Corp.*
McKESSON & ROBBINS, INC. *(126th Week on CBS)* **Dick Joy and the News** *News analyst*	Mon., Wed. 8:55–9:00 p.m. PWT Sunday 8:25–8:30 p.m. PWT ORIGINATES: KNX	Bexel *J. D. Tarcher & Co., Inc.*
THE MENNEN COMPANY *(138th Week on CBS)* **Dick Joy** *News*	Tues., Thurs., Sat. 7:30–7:45 a.m. PWT ORIGINATES: KNX	Talcum Powder, Lather Shave Cream, Brushless Shave *Russell M. Seeds Co., Inc.*
+MENTHOLATUM COMPANY *(12th Week on CBS)* **+William Winter** **+Phil Stearns** *News* (Starts January 10)	Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW Sunday 5:45–5:55 p.m. PWT ORIGINATES: KQW	Mentholatum Salve *J. Walter Thompson Co.*
PAR SOAP COMPANY *(20th Week on CBS)* **Galen Drake**	Tues., Thurs. 1:00–1:15 p.m. PWT ORIGINATES: KNX	Par Household Soap *Tomaschke-Elliott, Inc.*

+*Program or client not listed in Fall Program Book.*

CLIENT AND PROGRAM	TIME	PRODUCT AND AGENCY
PETER PAUL INC. *(116th Week on CBS)* **Truman Bradley** *News* **Bob Andersen** *News*	Mon., Fri. 5:45–5:55 p.m. PWT Wednesday 5:45–5:55 p.m. PWT ORIGINATES: KNX	Candy Bars *Brisacher, Davis & Staff*
PLANTERS NUT AND CHOCOLATE COMPANY *(114th Week on CBS)* **William Winter** *News analyst* **†William Winter** *News analyst* Starts January 10	Mon. thru Fri. 12:30–12:45 p.m. PWT ORIGINATES: KQW Sunday 5:30–5:45 p.m. PWT ORIGINATES: KQW	Planters Peanut Oil *Raymond R. Morgan Co.* Planter's Salted Peanuts *Raymond R. Morgan Co.*
PLOUGH, INC. *(13th Week on CBS)* **Don't You Believe It**	Saturday 9:45–10:00 p.m. PWT ORIGINATES: KNX	St. Joseph's Aspirin Penetro Products *Lake-Spiro-Shurman Inc.*
†SMITH BROTHERS *(106th Week on CBS)* **†Dick Joy** *News* **†Nelson Pringle** *News Analyst*	Tuesday 9:25–9:30 p.m. PWT Thursday 8:55–9:00 p.m. PWT ORIGINATES: KNX Mon., Wed. 7:45–8:00 a.m. PWT ORIGINATES: KNX	Cough Drops *J. D. Tarcher & Co.*
SOIL OFF MANUFACTURING COMPANY *(100th Week on CBS)* **Truman Bradley** *News*	Tues., Thurs., Sat. 5:45–5:55 p.m. PWT ORIGINATES: KNX	"Soil Off" for all painted surfaces *Buchanan & Co.*
BEKINS VAN AND STORAGE CO. *(67th Week on CBS)* **Harry W. Flannery** *News analyst*	Mon., Wed., Fri. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Moving and Storage *Brooks Advertising Agency*

†Program or client not listed in Fall Program Book.

CBS SUSTAINING PROGRAMS

are chosen because they are *timely*, *exciting*, and *balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary from time to time to alter some details in its schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these classifications:

1. NEWS BROADCASTS . . . . . *Page 19*
2. WAR PROGRAMS . . . . . *Page 19*
3. EDUCATIONAL PROGRAMS . . . . . *Page 21*
4. SERIOUS MUSIC . . . . . *Page 23*
5. DRAMATIC SERIES . . . . . *Page 24*
6. BROADCASTS OF INTERNATIONAL CHARACTER . . *Page 25*
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CBS SHORT WAVE BROADCASTS . . . . . *Page 27*

SPECIAL BROADCASTS: FALL . . . . . *Page 28*

NEWS BROADCASTS

News Summaries, Analyses and Broadcasts from Abroad

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's air reporters—in foreign capitals, in New York and in Washington—cover the second world war in a regular news pattern, so dove-tailed with sponsored news programs as to afford frequent reports throughout the day.

News Broadcasts: Edward R. Murrow, Bob Trout and Paul Manning from *London;* Charles Collingwood from *Algiers;* William J. Dunn from *Australia;* Webley Edwards from *Honolulu;* James Stewart from *Chungking;* Bill Downes from *Russia;* Howard K. Smith from *Berne;* Bernard Valery from *Stockholm;* Winston Burdett from *Cairo;* Peter Muir from *New Delhi;* Herbert Clark from *Buenos Aires;* Quincy Howe, Cecil Brown, Major George Fielding Eliot, William L. Shirer, Larry Leseur, John Daly and Ned Calmer from *New York;* Eric Sevareid, Leigh White, Albert Leitch and John Purcell from Washington; 8:00–8:15 a.m., 6:45–7:00 p.m., 11:00–11:10 p.m., MONDAY THRU SATURDAY; 9:00–9:15 a.m., SUNDAY THRU SATURDAY.

News Summaries: 4:00 p.m., 12:55 a.m., MONDAY THRU SATURDAY; 6:00 p.m., WEDNESDAY; 8:00 a.m., 1:30 p.m., 2:55 p.m., SUNDAY.

News Analyses: 11:10–11:15 p.m., MONDAY AND WEDNESDAY, William Shirer; TUESDAY AND THURSDAY, Quincy Howe; FRIDAY, Cecil Brown; SATURDAY, Maj. George Fielding Eliot. *(See also sponsored news programs.)*

WAR PROGRAMS

Commandos

7:00–7:30 p.m.

SUNDAY

The soon-to-become-legendary exploits of the Commandos are presented in this weekly series of fictionalized dramas, based on fact. Robert Louis Shayon is the producer.

F.O.B. Detroit

3:00–3:30 p.m.

EACH SATURDAY

From Detroit, arsenal of America, CBS brings the reports of leading industrialists on progress in the production of war materials. Music is supplied by the WJR orchestra and chorus.

God's Country 11:15–11:30 a.m. EACH SATURDAY	In this program of Americana, Milton Bacon takes the CBS microphone to small towns throughout the country and tells the fascinating, little-known stories of the region.
Green Valley, U.S.A. 4:15–4:30 p.m. MONDAY THRU FRIDAY	This former half-hour program comes back to the network as a five times a week series of simple human dramas of American life at home during wartime.
Hello from Hawaii 3:30–4:00 p.m. EACH SATURDAY	The soldiers entertain the folks back home. This variety program is written, directed and produced by army men stationed in Honolulu, with Webley Edwards, CBS correspondent, as master of ceremonies.
The Man Behind the Gun 10:30–11:00 p.m. EACH WEDNESDAY	Radio dramas which give listeners a vivid account of the jobs and the experiences of the men in different units of the nation's fighting forces, including the merchant marine. The programs are written by Ranald MacDougall and produced by William Robson.
One Hundred Million Questions 6:30–6:45 p.m. EACH THURSDAY	Through arrangement with the Office of War Information, CBS presents a series of broadcasts featuring Leon Henderson and OPA executives as the "answer men" on questions related to price-fixing, rationing and other subjects under the jurisdiction of the Office of Price Administration.
Report to the Nation 10:30–11:00 p.m. EACH SUNDAY	This series presents a review and summary of the most vital news of the week and relates it to the American civilian and to the American in the armed forces. Paul White, CBS news editor, produces the program.
Soldiers with Wings 10:15–10:45 p.m. EACH SATURDAY	This variety program is presented by the Air Cadets and Officers of the West Coast Air Force Training Center, in Santa Ana, California. Hollywood stars regularly appear as guests.

WAR PROGRAMS

Spirit of '43
2:30–3:00 p.m.
EACH SATURDAY

This series features pick-ups from training and war production centers. The historical background and development of a branch of the armed service or a war industry is given through interviews. Music is usually provided by a military band.

Womanpower
12:15–12:30 p.m.
EACH SUNDAY

A report on the activities and contributions of women on the war, production and home fronts.

Youth On Parade
10:00–10:30 a.m.
EACH SATURDAY

Outstanding wartime achievements of the boys and girls of the nation. The program also presents dramatic sketches of the childhood of famous Americans.

EDUCATIONAL PROGRAMS

CBS ADULT EDUCATION BOARD

Invitation to Learning and *The People's Platform* are presentations of the Department of Education, arranged with the counsel of Columbia's Adult Education Board whose members are:

LYMAN BRYSON, chairman
STRINGFELLOW BARR
WILLIAM BENTON
HARRY WOODBURN CHASE
ROBERT I. GANNON, S.J.
ALVIN S. JOHNSON
HENRY R. LUCE
SPENCER MILLER, JR.
RUTH BRYAN ROHDE
THOMAS V. SMITH
WILLIAM ALLEN WHITE
RAY LYMAN WILBUR
JOSEPH H. WILLITS

School of the Air of the Americas
9:15–9:45 a.m.
(Eastern Time Zone)
Rebroadcast
3:30–4:00 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

Now in its fourteenth year on CBS, the program is broadcast in Canada and the United States. For the duration of the war, the program has been designated the official channel for news, information and instructions by the Office of War Information.

MONDAY—*Science at Work*
TUESDAY—*Music on a Holiday*
WEDNESDAY—*New Horizons*
THURSDAY—*Tales from Far and Near*
FRIDAY—*This Living World*

Invitation to Learning 11:30–12 noon EACH SUNDAY	The world's great books are informally discussed by one of five chairmen—John Anderson, Irwin Edman, Lewis Gannett, Harry D. Gideonse and Louis Untermeyer—and special guests in a series which Time Magazine has called "the pearl of all educational programs."
The People's Platform 7:00–7:30 p.m. EACH SATURDAY	After more than four years on the air, this still remains one of radio's most interesting innovations in the field of public forums. Lyman Bryson entertains four guests at dinner and draws them into a completely-scriptless discussion of current problems, and an informal exchange of ideas.
Of Men and Books 2:05–2:30 p.m. EACH SATURDAY	Continuing the series in its sixth year on CBS, Professor John T. Frederick of Northwestern University discusses recently-published books and interviews their authors.
Adventures in Science 1:30–1:45 p.m. EACH SATURDAY	Watson Davis reports on "what's new in Science" and interviews prominent scientists in these broadcasts planned in conjunction with Science Service, Inc.
Columbia's Country Journal 1:00–1:30 p.m. EACH SATURDAY	Charles ("Chuck") Worcester conducts this weekly "radio newspaper" and delineator of the activities, problems, home life and opinions of American farm families. Farm legislation and new scientific farm methods are explained from Washington.
The Garden Gate 9:30–10:00 a.m. EACH SATURDAY	Tom Williams, "the old dirt dobber," horticultural expert of WLAC, Nashville, answers queries on trees, plants, birds and insects, and advises on wartime gardening. Representatives of the National Victory Garden Committee report on war gardens.
Children and the War 4:30–4:45 p.m. EACH MONDAY	Pauline Rush Fadiman, editor of the publications of the Child Study Association of America, discusses the emotional impact of the war on children. Her program guests include war-working mothers and experts in the field of child education.

EDUCATIONAL PROGRAMS

Living Art
4:30–4:45 p.m.
EACH TUESDAY

John D. Morse interviews creators of modern art. The subject matter of the series ranges from talks on "The Chair to Sit In" to "A Musician Looks at Paintings."

Food and the War
4:30–4:45 p.m.
EACH WEDNESDAY

Presented by Columbia's Country Journal, the program discusses the changing food problems in times of war, and advises listeners of the food values of current, seasonal supplies.

Highways to Health
4:40–4:45 p.m.
EACH THURSDAY

A series of instructive medical talks, with each subject treated by a specialist in that field, arranged by the New York Academy of Medicine.

Exploring Space
4:30–4:45 p.m.
EACH FRIDAY

A human-interest approach to the fascinating study of stars and planets is given each week by Professor William H. Barton, Jr., Curator of New York's Hayden Planetarium.

SERIOUS MUSIC

New York Philharmonic Symphony Society
3:00–4:30 p.m.
EACH SUNDAY

The Philharmonic, now beginning its second century of great music, continues its thirteenth consecutive season over the Columbia Network. Dimitri Mitropoulous, Fritz Reiner and Bruno Walter conduct, and Deems Taylor provides intermission commentaries.

Cleveland Orchestra
5:00–6:00 p.m.
EACH SATURDAY

This season the orchestra celebrates its twenty-fifth anniversary, and its second year in a series of 26 Saturday afternoon concerts over CBS. Dr. Artur Rodzinski conducts, with Rudolph Ringwall, associate conductor.

Vera Brodsky
11:05–11:30 a.m.
EACH SUNDAY
U. S. Navy String Quartet
(Starts February 14)

A series of piano recitals by a favorite of Columbia listeners. Miss Brodsky will include many of the classics of piano literature, as well as an ample sprinkling of new works.

Eileen Farrell and the Columbia Concert Orchestra
10:45–11:00 p.m.
EACH SATURDAY

This richly talented young soprano whom Columbia is proud to have discovered only last season, is presented in a series of concert songs, operatic arias and light opera favorites.

SERIOUS MUSIC
Continued

E. Power Biggs, Organist
9:15–9:45 a.m.
EACH SUNDAY

Playing on the baroque organ in the Germanic Museum at Cambridge, this noted musician broadcasts the world's finest organ music.

Columbia's Weekday Schedule of Fine Music
3:30–4:00 p.m.
MONDAY THRU FRIDAY

This is a stimulating series of programs which includes a festival devoted to one of the most distinguished, yet neglected, American composers, programs by two eminent music schools and talented young singers and pianists who might not otherwise have the opportunity to be heard by a large audience.

Monday: Two of the outstanding voices on last season's "Songs of the Centuries", Jennie Tourel, soprano, and James Pease, bass-baritone, are presented in a series of joint programs, accompanied by the Columbia Concert Orchestra, Howard Barlow conducting.

Starts February 15: The great lieder and operatic soprano, Lotte Lehmann will be presented, for the first time, in a weekly series of radio broadcasts.

Tuesday: Keyboard Concerts, featuring talented young pianists.

Starts February 16: Chamber music and vocal programs arranged in collaboration with the David Mannes School of New York.

Wednesday: The Columbia Concert Orchestra, Bernard Herrmann conducting, in a series featuring a Charles Ives Music Festival as well as many other unusual works for small orchestra.

Thursday: The Indianapolis Symphony Orchestra, with Fabien Sevitzky, Conductor. This youthful orchestra offers many contemporary American compositions as well as standard symphonic selections.

Friday: Programs by the Eastman School of Music, Howard Hanson, Director. Orchestral and chamber music by various instrumental units of the Eastman School of Music of Rochester, New York.

DRAMATIC SERIES

Suspense
9:30–10:00 p.m.
EACH TUESDAY

CBS continues its spine-tingling thrill series with stories of excitement which have a full measure of the quality which gives the series its title.

DRAMATIC SERIES

Daytime Showcase
10:30–11:00 p.m.
EACH MONDAY
(Through February 8)

Daytime stars shine at night. CBS introduces the old favorite programs of daytime listeners to a nighttime audience with full-length, life-sized samples of the full range of entertainment covered in the daylight hours.

Only Yesterday
10:30–11:00 p.m.
EACH MONDAY
(Starts February 15)

A glance backward at the events and songs of the fabulous nineteen twenties, starring Benny Rubin, with Mary Small, Frank Sinatra and Don Walker's Orchestra.

Mother and Dad
5:15–5:30 p.m.
MONDAY THRU FRIDAY

A homey, living-room visit with Mother and Dad whose boy is in the service. To help rout their loneliness, they sing the songs we all know, and invite listeners to join the singing.

Joe and Ethel Turp
11:00–11:15 a.m.
MON., WED., FRI.

Damon Runyon's familiar and fantastic American couple renew old acquaintances and win new friends among radio listeners in a mid-morning comedy serial.

Let's Pretend
11:30–12:00 noon
EACH SATURDAY

Like Tennyson's brook—and just as refreshing—this series of dramatizations of children's stories still goes on. It is still directed by Nila Mack...it still continues to delight the younger listeners . . . and it still wins the unqualified endorsement of parents and educators.

BROADCASTS OF INTERNATIONAL CHARACTER

Hello Americans
8:00–8:30 p.m.
EACH SUNDAY

Orson Welles, recently returned from an extended trip through South America, presents and participates in a series of weekly dramatizations by the Mercury Theater Group to enable the Americans of the North to become better acquainted with their fellow Americans in Central and South America.

Calling Pan-America
6:15–6:45 p.m.
EACH SATURDAY

CBS draws the Americas closer together. Brought to Columbia listeners by shortwave, this series which is heard throughout the Western Hemisphere "calls" a different nation to the microphone each week, and presents a vivid radio picture of its daily life, culture and music.

BROADCASTS OF INTERNATIONAL CHARACTER *Continued*	**An American in Russia** 10:00–10:30 p.m. TUESDAY (January 19 and 26, February 2)	Continuing the series on the United Nations, auspiciously begun with the Norman Corwin broadcasts, "An American in England," Larry Leseur, former CBS correspondent in Moscow, gives his impressions of another of our valiant fighting allies.
	Good to Know You (Starts week of February 7)	BBC in London and CBS in New York alternate in an exchange series. Lawrence Gilliam directs the London broadcasts and Norman Corwin, the Columbia programs.
	Report from London 4:45–5:00 p.m. EACH SATURDAY	Bob Trout, CBS London correspondent, reports the human interest stories of a people only 20 minutes by air from the enemy.
RELIGIOUS BROADCASTS	**Church of the Air** 10:00–10:30 a.m. 1:00–1:30 p.m. EACH SUNDAY	In its twelfth consecutive year, the pulpit of Columbia's *Church of the Air* continues to be impartially available, twice each Sunday to major religious faiths in America for complete freedom of expression so long as no message attacks the religious faith of others.
	Wings Over Jordan 10:30–11:00 a.m. EACH SUNDAY	This program of religious talks and spirituals presents outstanding Negro leaders in all fields of endeavor. Rev. Glenn T. Settle conducts the program which features the renowned thirty-voice Wings Over Jordan Choir.
	Salt Lake Tabernacle Choir and Organ 12:30–1:00 p.m. EACH SUNDAY	This is the oldest, consecutively-presented public service series in radio, having celebrated its 700th network broadcast on December 13th. The Tabernacle Choir is conducted by J. Spencer Cornwall and Richard P. Condie, assistant. Organists are Alexander Schreiner, Dr. Frank Asper and Wade N. Stephens.
LIGHT ENTERTAINMENT	**Are You a Genius?** 5:00–5:15 p.m. MONDAY THRU FRIDAY 5:30–5:45 p.m. (Starting January 11)	A novel quiz program aimed directly at the radio listener who takes the place of the more familiar studio contestant. Ernest Chappell is master of ceremonies on this five-days-a-week program which features Walter Gross' Orchestra and Jerry Wayne.

PROGRAM AND TIME	DESCRIPTION	
Madeleine Carroll Reads 5:00–5:15 p.m. MONDAY THRU FRIDAY (Starts January 11)	After an absence of several months, this program (previously titled "Radio Reader"), returns to the network with Madeleine Carroll as the cover-to-cover "reader" of a great novel.	**LIGHT ENTERTAINMENT**
Mountain Music 4:45–5:00 p.m. MONDAY THRU FRIDAY	Folk music from the hills. Mondays and Wednesdays the program originates in St. Louis; on Tuesdays and Thursdays the program features the "Renfro Valley Folks" from Louisville; Fridays the program comes from Denver.	
Sing Along 3:15–3:30 p.m. MONDAY THRU FRIDAY	A cheerful invitation to bathroom baritones and kitchen contraltos to act as soloists to the harmony provided by the Landt Trio.	
Dance Orchestras **Various Hours** MONDAY THRU SUNDAY	Every night—and often during the day—CBS picks up the music of the ranking dance orchestras from all over the country.	
News and News Features In: ENGLISH FRENCH ITALIAN GERMAN POLISH SERBO-CROATIAN SLOVENE DUTCH CZECH ARABIC TURKISH	News in eleven languages—a comprehensive schedule of some 35 fifteen-minute periods, plus more than two hours of entertainment for American troops abroad—are prepared daily by the CBS Shortwave Department and are directed to listeners in Europe, Africa, the Near East and Asia over 9 powerful shortwave stations. The seven-day-a-week, "around the clock" schedule begins early in the day in New York and ends in the late afternoon, which is late afternoon and evening in the areas where the broadcasts are received.	**SPECIAL CBS SHORT WAVE BROADCASTS TO EUROPE AND THE EAST** *CBS Transmitters* *WCBX New York* *WCRC New York* *WCDA New York*
News and Entertainment to The Network of the Americas In: SPANISH PORTUGUESE	From late afternoon to early the next morning, Columbia programs are beamed to all Latin America via seven separate transmitters. News and news commentaries feature Columbia's Latin American broadcasting, and elaborate musical and dramatic programs round out the entertainment schedule.	**SPECIAL CBS SHORT WAVE BROADCASTS TO LATIN AMERICA** *CBS Transmitters* *WCBX New York* *WCRC New York* *WCDA New York*

SPECIAL BROADCASTS: FALL

These special broadcasts, arranged by Columbia's "Talks" Department, are scheduled on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following list of programs which were arranged too late for inclusion in the previous issue of THE CBS PROGRAM BOOK.

PUBLIC AFFAIRS

OCTOBER 1: President Everett Case, recently appointed head of Colgate University, spoke on "The double challenge to education," 10:30–10:45 p.m.

OCTOBER 2: Senator George D. Aiken of Vermont spoke under the auspices of the Farmer's Grange on "Farm Manpower," 11:15–11:30 p.m.

OCTOBER 9: William O. Douglas, Associate Justice of the Supreme Court, Madame Wei Tao-ming, wife of the Chinese ambassador and Tse Ping Sun, grandson of the first president of the Chinese Republic, spoke on the 31st anniversary of the founding of the Chinese Republic, 4:45–5:00 p.m.

OCTOBER 23: King Peter of Yugoslavia. Jan Masaryk, premier and foreign minister of the Czechoslovakian Government-in-exile, and others spoke from London in connection with the opening of the fortnight at Freedom House devoted to Czechoslovakia and Yugoslavia, 4:15–4:45 p.m.

OCTOBER 26: Wendell Willkie delivered "A Report to the People" after his recently-completed trip to Europe, Asia and Africa, 10:30–11:00 p.m.

OCTOBER 27: Sister Elizabeth Kenny whose work with infantile paralysis patients has won her world acclaim, received the Parent's Magazine Medal for outstanding service to children, and spoke in connection with Better Parents Week, 3:15–3:30 p.m.

OCTOBER 27: Andre Michalopoulos, Greek Minister of Information, spoke in connection with the first anniversary of Greece's entrance into the war, 10:30–10:45 p.m.

OCTOBER 29: Mrs. J. Borden Harriman, Chairman, Coordinating Council of the United Nations, spoke on the need of organizing these countries, under the topic, "The United Nations," 10:30–10:45 p.m.

NOVEMBER 1: Roane Waring, National Commander, American Legion, discussed the 'Teen Age Draft Bill, then pending before Congress, 8:00–8:15 p.m.

NOVEMBER 12: Rep. Melvin J. Maas, Minnesota, spoke on his return from the Pacific theater of war where he had served with the U.S. Marines on "Unity of Command in the Pacific," 10:30–10:45 p.m.

NOVEMBER 15: Special broadcast marking the 7th anniversary of the creation of the Commonwealth of the Philippines. Speakers were President Franklin D. Roosevelt, President Avila Camacho of Mexico and Presi-

dent Manuel L. Quezon of the Philippines. 5:00–5:30 p.m.

NOVEMBER 16: James F. Byrnes, making his first broadcast after his appointment as Director of Office of Economic Stabilization, spoke before the New York Herald Tribune Forum on "Economic Foundations for World Order," 8:00–8:30 p.m.

NOVEMBER 16: Wendell Willkie spoke from the New York Herald Tribune Forum on "Economic Freedom for the World." 10:30–11:00 p.m.

NOVEMBER 16: Elmer Davis, Director of Office of War Information, and John L. Sullivan, Assistant Secretary of the Treasury, spoke from the New York Herald Tribune Forum, 3:30–4:00 p.m.

NOVEMBER 19: Paul H. Willis, President, Grocery Manufacturers of America, Inc., spoke from the meeting of the Grocery Manufacturers of America, 5:00–5:15 p.m.

NOVEMBER 24: Speaking from the testimonial dinner to American Labor given by the British War Relief Society were Winthrop Aldrich, president of the Society who introduced Sir Arthur Salter, American representative of British Ministry of Shipping and Supply, William Green, president of the A. F. of L., and Philip Murray, president of the C.I.O.

DECEMBER 1: Clark Eichelberger, director of the Commission to Study the Organization of Peace, and of the League of Nations Association in the U.S. spoke on "This Time, Let's Finish the Job." 10:30–10:45 p.m.

DECEMBER 2: The Right Honorable William Lyon Mackenzie King, Prime Minister of Canada, spoke from the banquet at the Waldorf-Astoria tendered him by the Pilgrims Society, 10:30–11:00 p.m.

DECEMBER 3: Speaking from Washington for the United Hospital Fund of New York were Secretary of War Henry L. Stimson, Secretary of Labor Frances Perkins, Under-Secretary of the Navy, James V. Forrestal, Senator Robert F. Wagner and Senator James M. Mead, 5:00–5:15 p.m.

DECEMBER 3: Walter D. Fuller, President, Curtis Publishing Co., and Chairman of the Board, National Assn. of Manufacturers, spoke before the NAM War Congress of American Industry, 10:30–10:45 p.m.

DECEMBER 6: The Most Reverend Francis J. Spellman, Archbishop of the Diocese of New York, and Mrs. Michael E. Fleming, mother of the first Marine Corps aviator to be awarded the Congressional Medal of Honor, spoke in connection with the opening of the National Catholic Service Canteen. 12:15–12:30 p.m.

DECEMBER 8: Senator Joseph C. O'Mahoney of Wyoming spoke on "Congress and Bureaucracy," 10:30–10:45 p.m.

DECEMBER 11: Frank M. Dixon, Governor of Alabama, spoke from the annual dinner of the New York Southern Society on "Crossroads Democracy," 11:15–11:30 p.m.

DECEMBER 15: L. W. Brockington, Advisor to the Empire Division, British Ministry of Information spoke on his arrival from Canada, 10:30–10:45 p.m.

DECEMBER 22: William L. Davis, Chairman, War Labor Board spoke on "Our Allies, the Russians," at a labor dinner of the Russian War Relief, Inc., 10:30–10:45 p.m.

DECEMBER 23: Arthur J. Altmeyer, Chairman, Social Security Board, Mrs. Ellen S. Woodward, George E. Biggs, and Oscar M. Powell, executive director of the SSB spoke on "Social Security's Importance to the Home Front," 4:15–4:30 p.m.

DECEMBER 29: Senator George W. Norris, Nebraska, spoke at the dinner tendered him by several liberal groups at the close of his 30 years in the U.S. Senate, 10:30–10:45 p.m.

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CBS PROGRAM BOOK SUPPLEMENT • FEBRUARY

NEW CBS SPONSORED PROGRAMS

ARO EQUIPMENT CORP. **Army-Navy "E" Award** *January 16 only*	Saturday 3:00–3:30 p.m. 116 CBS Stations ORIGINATES: BYRON, OHIO	Institutional *Beeson, Faller, Reichert, Inc.*
BALLARD AND BALLARD **Renfro Valley Folks** *Music* *Starts February 2*	Tues. thru Fri. 8:15–8:30 a.m. 18 CBS Stations ORIGINATES: WHAS	Obelisk Flour *Henri, Hurst & McDonald, Inc.*
GREAT ATLANTIC & PACIFIC TEA COMPANY *(112th Week on CBS)* *To be announced* *Starts February 17*	Wed. & Fri. 11:00–11:15 a.m. 32 CBS Stations ORIGINATES: WABC	Store Services *Paris & Peart*
QUAKER OATS COMPANY *(62nd Week on CBS)* **Aunt Jemima**	Sunday 2:55–3:00 p.m. 35 CBS Stations ORIGINATES: WBBM	Aunt Jemima Pancake Flour *Sherman K. Ellis Co., Inc.*

NEW CBS PACIFIC NETWORK PROGRAMS

BARBASOL COMPANY *(290th Week on CBS)* **Nelson Pringle** *News Analyst*	Wed. & Fri. 7:45–8:00 p.m. PWT ORIGINATES: KNX	Barbasol Shaving Cream *Erwin, Wasey & Co., Inc.*
CHEMICALS, INC. **Deane Dickason**	Sunday 9:15–9:30 p.m. PWT ORIGINATES: KQW	Vano Household Chemical *Sidney Garfinkel Adv. Agency*
PLANTERS NUT & CHOCOLATE COMPANY *(118th Week on CBS)* **Harry W. Flannery** *News Analyst*	Tues. & Thurs. 5:30–5:45 p.m. PWT ORIGINATES: KNX	Planters Salted Peanuts *Raymond R. Morgan Co.*

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CBS PROGRAM BOOK SUPPLEMENT • MARCH

NEW CBS SPONSORED PROGRAMS

P. BALLANTINE & SONS **Guy Lombardo Orchestra** *Starts March 8*	Monday 10:30–11:00 p.m. 45 CBS stations ORIGINATES: WABC	Ballantine Beer & Ale *J. Walter Thompson Co.*
CAMPBELL SOUP COMPANY *(429th Week on CBS)* **Milton Berle** *Starts March 3*	Wednesday 9:30–10:00 p.m. 63 CBS stations ORIGINATES: WABC	Campbell Soups *Ward Wheelock Co.*
ELGIN NATIONAL WATCH CO. *(20th Week on CBS)* **The Man Behind the Gun** *Starts March 7*	Sunday 10:30–11:00 p.m. 59 CBS stations ORIGINATES: WABC	Institutional *J. Walter Thompson Co.*
GENERAL MOTORS CORP. *(Chevrolet Division)* *(82nd Week on CBS)* **John B. Kennedy**	Tues. and Thurs. 6:30–6:45 p.m. *Rebroadcast* *Mon. and Thurs.* *12 mid.–12:15 a.m.* 115 CBS stations ORIGINATES: WABC	Institutional *Campbell-Ewald Co.*
GERBER PRODUCTS CO. **Baby Food Rationing** *February 28 only*	Sunday 1:30–1:45 p.m. 116 CBS stations ORIGINATES: WABC	Baby Foods *Federal Advertising Agency, Inc.*
B. F. GOODRICH CO. **News Commentary** *Starts March 15*	Mon. thru Fri. 6:55–7:00 p.m. *Rebroadcast* *Mon., Wed., Thurs.* *11:55–12 mid.* *Tues., 12:25–12:30 a.m.* *Fri., 12:55–1:00 a.m.* 115 CBS stations ORIGINATES: WABC	Institutional *Batten, Barton, Durstine & Osborn, Inc.*

WASHINGTON STATE APPLE ADVERTISING COMMISSION **The World Today** *News*	Mon., Wed. & Fri. 3:45–4:00 p.m. PWT ORIGINATES: KNX	Washington State Apples *J. Walter Thompson Co.*

MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS

Page 5	CALIFORNIA FRUIT GROWERS EXCHANGE	Cancel Mon. and Wed. broadcasts.
Page 8	GENERAL FOODS CORPORATION	Correct day of broadcast for "The Adventures of the Thin Man" to Friday.
Page 10	LEVER BROTHERS COMPANY	Change time for "Mayor of the Town" to 9:00-9:30 p.m. Cancel "Bob Burns".
Page 11	LOCKHEED AIRCRAFT CORP.	Remove "with Orson Welles" from program listing.
Page 11	P. LORILLARD COMPANY	Replace "Nelson Eddy" program with "Sammy Kaye and Orchestra". Change origination to WABC. Add Rebroadcast: 12 mid.–12:30 a.m.

MONTHLY CORRECTIONS - NBC PACIFIC NETWORK PROGRAMS

Page 15	BROWN & WILLIAMSON TOBACCO CORP.	Cancel program.
Page 15	COLONIAL DAMES, INC.	Replace "Find the Woman" with "Your Quiz Quotient" with Henry Charles.
Page 15	J. A. FOLGER & CO.	Replace "America's Home Front" program with "Harry Flannery—News Analyst". Change time to Saturday, 5:30–5:45 p.m. PWT
Page 15	GENERAL CIGAR COMPANY	Change time to Sun., 9:00–9:15 p.m. PWT, and Thurs., 9:30–9:45 p.m. PWT.
Page 16	MENTHOLATUM COMPANY	"Phil Stearns" program replaces "William Winter".
Page 16	PAR SOAP COMPANY	Cancel program.

LIBERTY MAGAZINE *(70th Week on CBS)* **The Ghost Shift**	Friday 6:10–6:15 p.m. 40 CBS stations ORIGINATES: WABC	Liberty Magazine *Warwick & Legler, Inc.*
PROCTER & GAMBLE CO. *(435th Week on CBS)* **I Love a Mystery** *Starts March 22*	Mon. thru Fri. 7:00–7:15 p.m. *Rebroadcast* *11:00–11:15 p.m.* 50 CBS stations ORIGINATES: KNX	Ivory Bar Soap, Oxydol *Compton Advertising, Inc.*
ROMA WINE CO., INC. **Ransom Sherman** *Starts March 4*	Thursday 8:00–8:30 p.m. *Rebroadcast* *12:30–1:00 a.m.* 115 CBS stations ORIGINATES: KNX	Roma Wines *McCann-Erickson, Inc.*
THE SOUTHERN COTTON OIL CO. *(20th Week on CBS)* **Crumit & Sanderson** *Starts March 1*	Mon. thru Fri. 3:00–3:15 p.m. 42 CBS stations ORIGINATES: WABC	Wesson Oil and Snowdrift *Kenyon & Eckhardt, Inc.*
NEW CBS PACIFIC NETWORK PROGRAMS		
GENERAL MILLS, INC. *(457th Week on CBS)* **Nelson Pringle** *News Analyst*	Mon. thru Fri. 7:45–8:00 p.m., PWT ORIGINATES: KNX	Wheaties *Knox Reeves Advertising, Inc.*
PROCTER & GAMBLE CO. *(435th Week on CBS)* **Truman Bradley** *News*	Mon., Wed., Fri. 2:30–2:45 p.m., PWT *(California Network only)* ORIGINATES: KNX	Dash *Pedlar & Ryan, Inc.*
MONTHLY CORRECTIONS - CBS SPONSORED PROGRAMS		
Page 4	**AMERICAN TOBACCO COMPANY**	Frank Sinatra replaces Barry Wood on "Your Hit Parade" program.
Page 4	**BARBASOL COMPANY**	"Paul Sullivan, News" now replaces the John B. Kennedy broadcasts.

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Page 5	**CAMPBELL SOUP COMPANY**	Cancel "Amos 'n' Andy" program.
Page 13	**R. J. REYNOLDS TOBACCO CO.**	Change listing of Friday program to "Camel Comedy Caravan."
February Supplement	**THE GREAT ATLANTIC & PACIFIC TEA COMPANY**	Change origination to WJSV. Program listing is "Food News Round-up with Gunnar Back and Ruth Hadley."
MONTHLY CORRECTIONS · CBS PACIFIC NETWORK PROGRAMS		
Page 17	**PLANTERS NUT AND CHOCOLATE COMPANY (Planters Peanut Oil)**	William Winter weekday schedule now Mon., Wed. and Friday.
February Supplement	**GENERAL CIGAR COMPANY**	Change Thursday broadcast to Wednesday, 9:30–9:45 p.m., PWT.

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